35 Cents

# BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NOVEMBER 7, 1960

Kennedy's stock got the greater boost from the debates, says Sindlinger . . . . . 27

Toronto families spend 80 cents a week for movies on Telemeter's toll tv . . . . . 62

KWK St. Louis in hot water with FCC, faces hearing on alleged contest frauds . . . . . 70

The Texas lawyer who is investigating election activity; meet Creekmore Fath . . . . . 50

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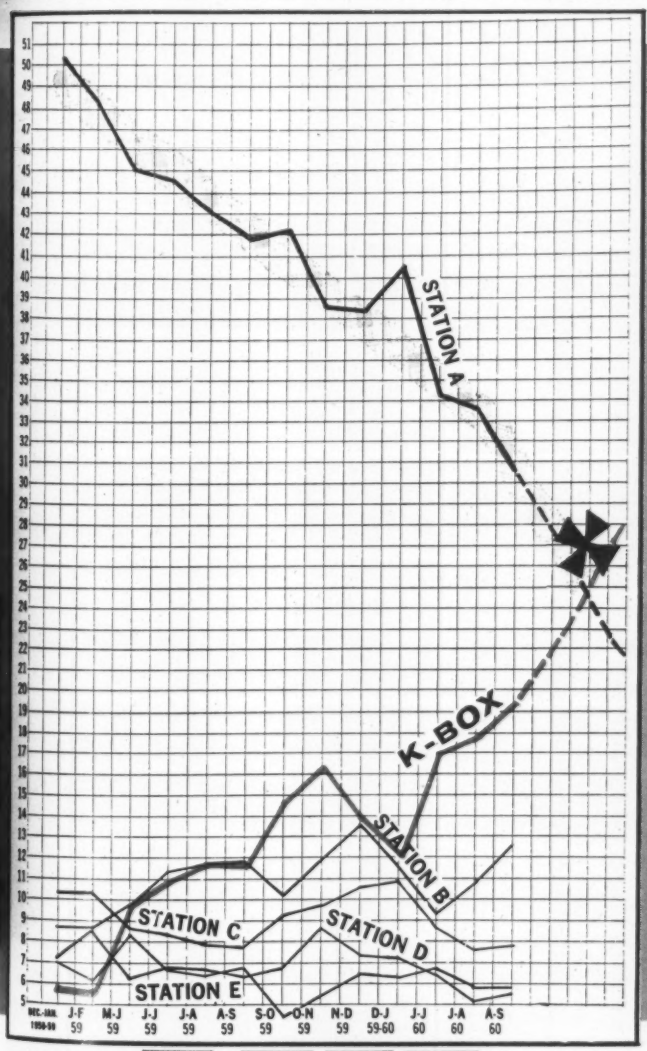



Hip Hip
*Hooper-Ray!*
Look here
Mr. "K"

There's a summit
Meeting in
Big "D"
happening any day!

Buy K-BOX . . . the Dallas tiger now!

*The Balaban Station serving Dallas*

Sold Nationally by THE KATZ Agency, Inc.

JOHN F. BOX Jr.
*Managing Director*
Parker Daggett
*General Manager*

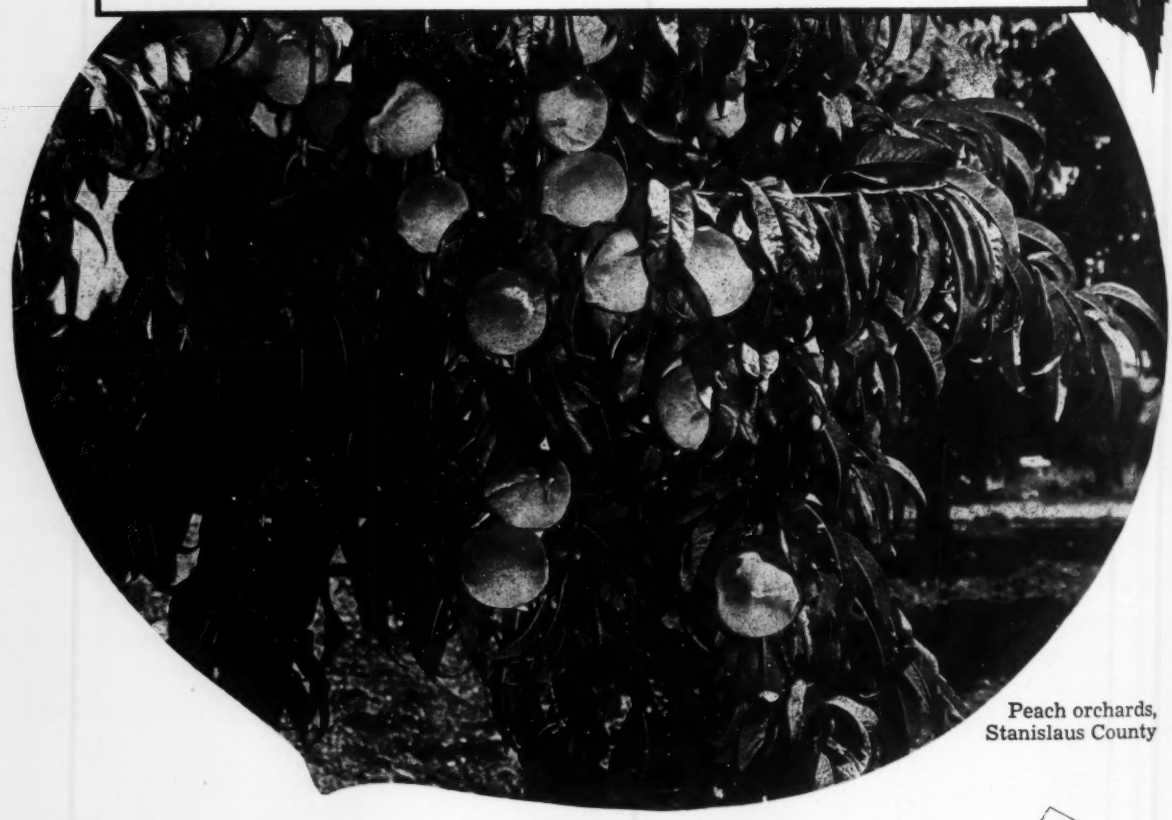
A Texas Quadrangle Station
K-BOX *Dallas* KONO *San Antonio*
K-NUZ *Houston* KXOL *Ft. Worth*

——— C. E. HOOPER FIGURES — — — — — BALABAN RESEARCH PROJECTION
7 AM-6 PM Mon.-Fri. (Oct.-Dec.); 7 AM-6 PM Mon.-Sat. (Jan.-Sept.)

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

# BEELINE® RADIO

## delivers more for the money



Peach orchards, Stanislaus County

• Modesto, home of KBEE, is a peach of a farm market. The gross income of the average farm around Modesto is $18,186 — almost 161% higher than the national average.* The home county (Stanislaus) is:

*first nationally in peach production*
*first nationally in milk exports*
*second nationally in turkey production*
*ninth nationally in total farm income*

The most effective way to beam your radio message into the prosperous Modesto area is on KBEE, the Beeline station in Modesto.

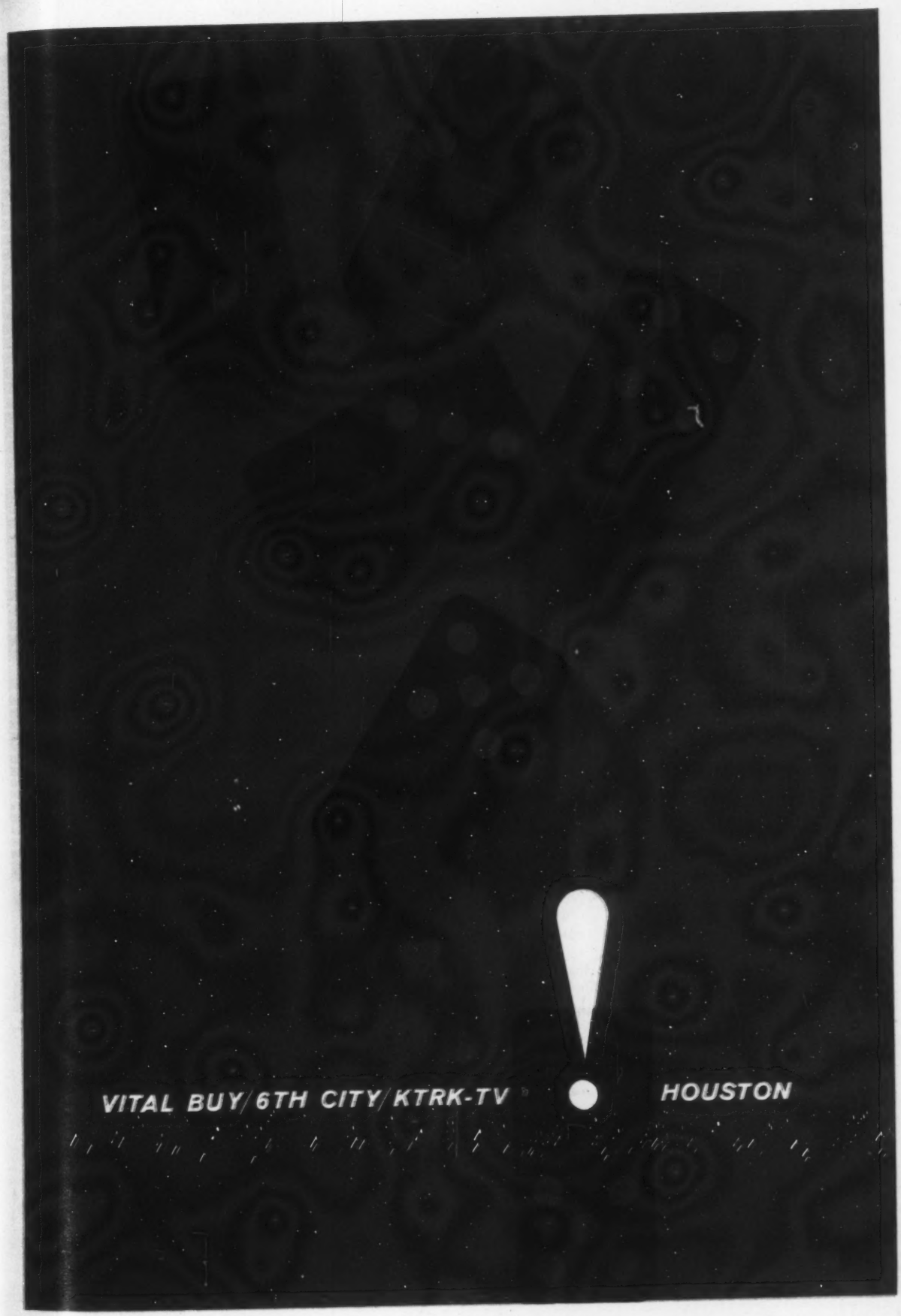
As a group the Beeline stations cover a market whose retail volume exceeds that of Vermont, Maine, New Hampshire and Rhode Island *combined*. The five Beeline stations deliver more radio homes here than any combination of competitive stations . . . at by far the lowest cost per thousand.

(Nielsen & SR&D)

* *Sales Management's 1960 Survey of Buying Power*

**McClatchy Broadcasting Company**

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE


VITAL BUY/6TH CITY/KTRK-TV
HOUSTON

*tomorrow's selling is here today*

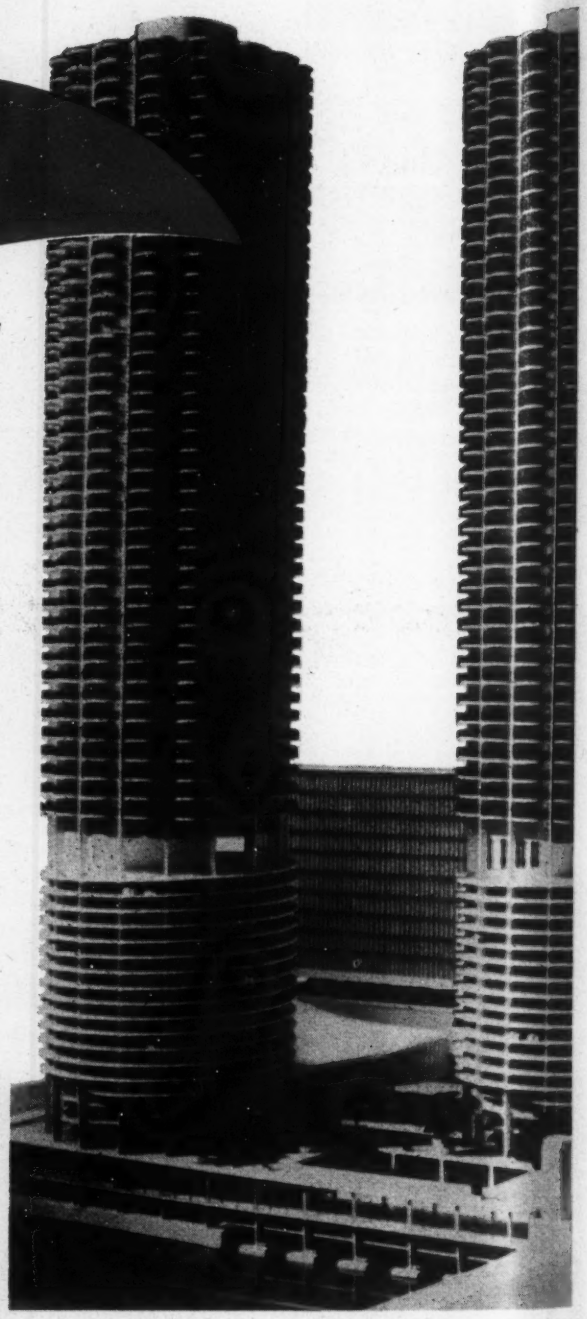
*in the LANCASTER / HARRISBURG / YORK market*

# WGAL-TV

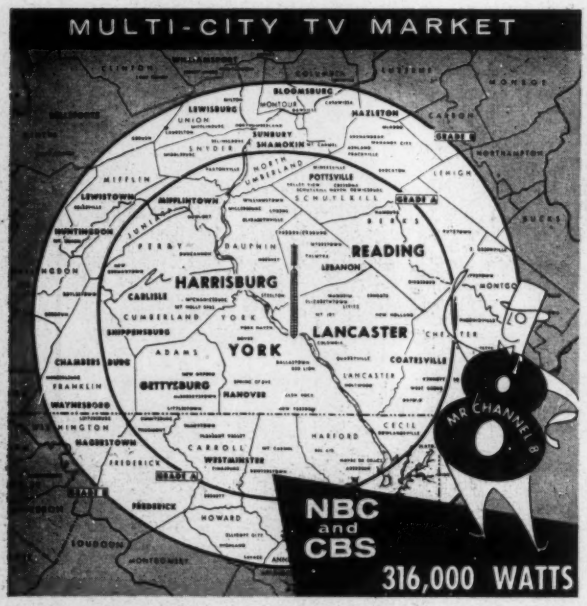
This station with its multi-city coverage looks to the future. It's your profit buy for today and tomorrow, because it is the outstanding favorite in these three metropolitan areas, plus many other communities.

**A LOOK INTO THE FUTURE**

Now in planning stage for Chicago's Loop is world's tallest apartment house. 60-story twin circular towers are to contain 896 units; 900-car parking ramp to spiral first 18 floors.



UNITED PRESS INTERNATIONAL PHOTO




**WGAL·TV**
*Channel 8*
**Lancaster, Pa. · NBC and CBS**
STEINMAN STATION
Clair McCollough, Pres.

*Representative:* The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

# CLOSED CIRCUIT®

## Ad agency stock

Don't look for action right away, but McCann-Erickson, one of advertising's most organization-conscious agencies, reportedly is thinking of becoming publicly owned. That at least is substance of reports coming out of Wall Street (agency is now employee-owned). If decided upon, move presumably would be made primarily for usual reason—additional capital for long-range expansion—but officials reportedly are not overlooking subsidiary effect of helping to improve advertising's public image by getting more people interested in, and aware of, what advertising does and how it works.

## Dalton heads NCTV

Slated for appointment as first paid president of National Community Television Assn., at reported $50,000 per annum, is William Dalton, president of American Rayon Institute-Tyrex, New York, and 1959 president of American Society of Assn. Executives in Washington. He's to take over next January, fighting catv battles in Washington and at state and local levels.

*Mr. Dalton's reported selection three weeks ago by NCTA board in Denver, culminated long search for top level spokesman and Washington contact head. Formerly with National Assn. of Manufacturers, he became head of Rayon Institute-Tyrex in 1958.*

## AFTRA relaxes demands

American Federation of Television & Radio Artists is reported to have reduced its demands considerably in crucial "wild spot" area, but management thinks this is still far too high (story, page 54). AFTRA's initial demands (BROADCASTING, Oct. 3 et. seq.) were calculated to raise talent fees as high as 1,400%; its latest proposals still will hike fees to more than 300%—even if advertiser launches extensive campaign and obtains package discount rate.

*Sources close to negotiations said AFTRA's latest proposals are still tied to its new unit system, based on populations of 22 major cities, but dollar rate has been cut. In its original demands, AFTRA stipulated $15.80 would be dollar rate on all buys; now it is seeking rate of $15 each for first 10 units; $7.50 for each unit above first 10 and up to 100 units, and $1 per unit for all subsequent units. If sponsor bought spot schedule in 160 markets, his cost for each principal performer would rise from present $312 to $950. AFTRA's theory: tie talent fees to number of viewers in market—just like station rate cards.*

## From Capitol Hill

Jolt of week from Sen. Yarborough's election subcommittee was unpublicized request to ABC network for explanation of way it handles program libel insurance. Creekmore Fath, subcommittee counsel, said letter was based on incident in which columnist Drew Pearson was offered $500 to sub for ill Walter Winchell on Oct. 23 Hazel Bishop election forecast program. He said Pearson would have been forced to pay $1,500 for insurance to collect $500 fee. Network is noncommittal on subject.

## Rating raids

Files of rating companies are getting close scrutiny by Federal Trade Commission, engaged in look at way stations use ratings in their promotion. Special attention given correspondence between companies and subscriber stations.

## Border bonus

Stemming from conference in Mexico City during week of Oct. 24 will be exchange of notes between two governments within next fortnight making available three dozen additional vhf tv assignments in border zones of both countries. Assignments would be in accord with standards heretofore agreed to which are consistent with U. S. separations. No changes in present channel assignments either in Mexico or U. S. are indicated, since assignments will merely earmark new locations available for future allocation. Of three dozen new locations for v's, dozen would be on U. S. side—most of them in areas in which station operations now would not be regarded as economically attractive.

*Members of U. S. delegation to conference were FCC Vice Chairman Rosel H. Hyde, James E. Barr, assistant chief, Broadcast Bureau, and Hart S. Cowperthwait, chief Rules & Standards Division. While delegation was in Mexico City, Mexican Senate held hearings on U. S.-Mexican standard broadcast agreement, ratified by our Senate last Feb. 23. Testimony was generally in favor of ratification by Mexico and it was predicted that agreement would be approved.*

## After it's all over

Post-election activity at FCC will include consideration of two vexatious problems—license renewal requirements and vhf drop-ins on short separations. FCC Chairman Ford has placed these topics on agenda next week (Monday, Nov. 14) presumably to remain unfinished business until conclusive actions are taken.

*Whole question of promise vs. performance is involved in license renewal forms, revision of which has been under consideration for two years. It's known emphasis will be placed on narrative presentations in seeking renewal, based upon station's appraisal of its community requirements, but there's no assurance that FCC will drop onerous program category requirments (percentages of time to be devoted to each) or counting of spots as indicated by so-called "program interruptions."*

## Tab for broadcasters

Committee arranging Jan. 20 Presidential inaugural wants to force network news departments to help pay for cost of high stands across street from White House, where tv cameras work on upper deck. It's meeting stiff resistance however. Networks point out that seats in stands are sold to public; that newsreel and still photographers as well as reporters are perched at same spot; that independent stations also use facilities. Lewis Shollenberger, head of Radio-Tv Correspondents Galleries, told committee this stand is expensive to build because of large number of seats sold, not because of tv. He added tv won't put up with unfair treatment. Networks, incidentally, donate to inaugural guaranty fund.

## State Dept. aloof

Despite continuing repercussions to the Khrushchev-Susskind performance of Oct. 9 originated by WNTA-TV New York, U. S. government intends to keep its hands strictly off public interviews with visiting chiefs of state. Suggestions that State Dept. supervise such public interviews have been met informally with observation that freedom of our public media shouldn't be sacrificed for any temporary advantage that might be gained in attempting to control public appearances of foreign visitors.

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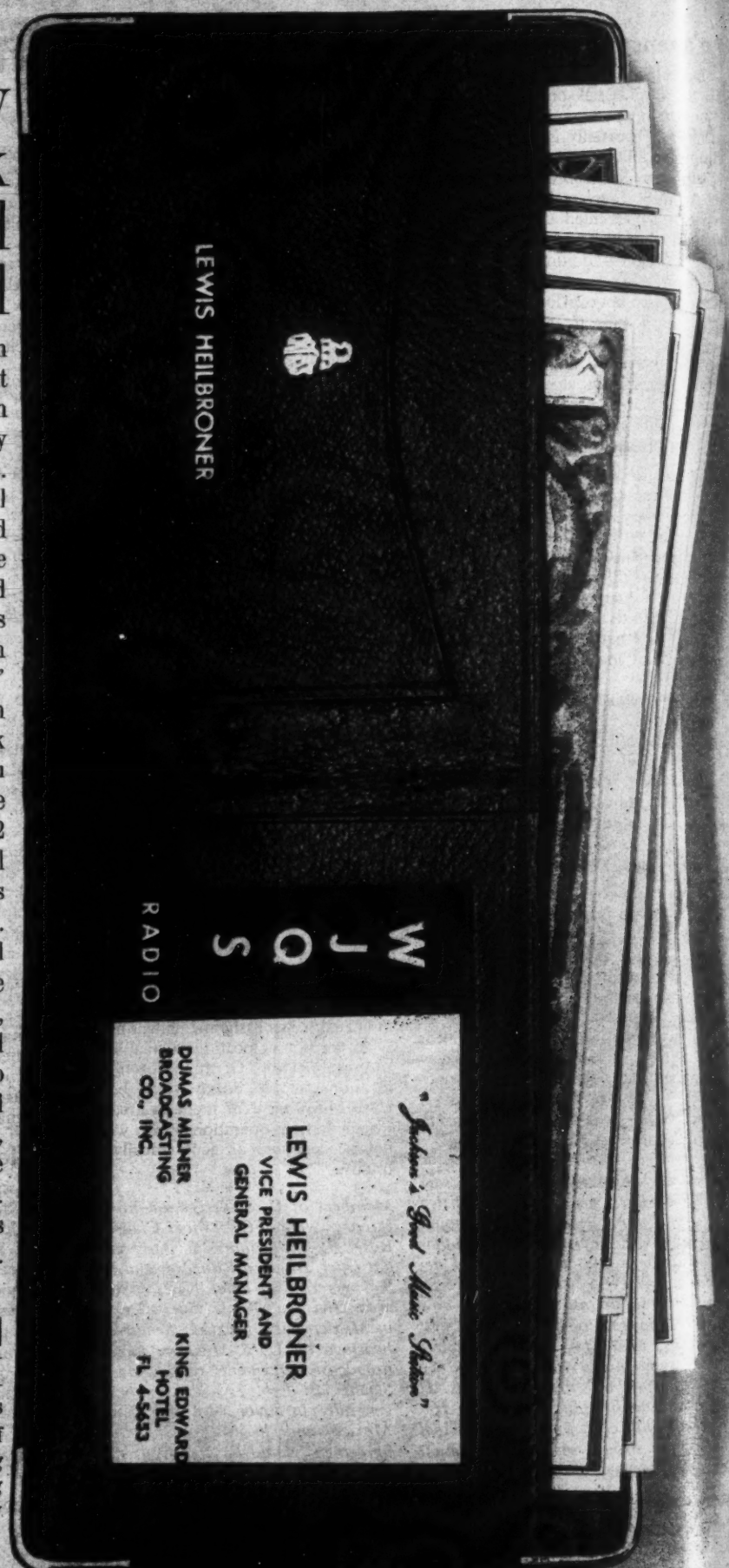
# Somebody went network and stayed local

"Somebody" like WJQS in Jackson, Miss., a station that had a wallet-stuffing boost in business of 100% since they became a Mutual affiliate. As Lew Heilbroner, General Manager, puts it: "We did not know what we were missing before we signed with Mutual. WJQS now does more local business than any other station in Jackson." There's money for YOU in a Mutual Radio Network affiliation. Mutual gives you the most and requires the least. Mutual gives you 12 hours of news weekly to sell locally—Mutual asks 12 hours of local time for their use. Your station has the Mutual advantage, too—the prestige of world-wide network news, plus sports and music. And you are still free to do your own profitable local programming—personalities, features, immediate area coverage. Go network—stay local—that's the Mutual success story.




# MUTUAL
## RADIO NETWORK

A Service to Independent Stations
Subsidiary of
Minnesota Mining
and Manufacturing
Company

3M

# WEEK IN BRIEF

A question that will be asked long after the election, Who won the 'great debates?' now yields to extensive research by Sindlinger & Co. The main finding: Kennedy gained, Nixon lost prestige and following. Also what the candidates think of debates. See . . .

**WHO WON THE 'GREAT DEBATES'? . . . 27**

It's costing the average family 80 cents a week to get movies on pay tv in Etobicoke, Ont.; at least two-thirds of subscribers use toll service at least once a week. A look into wired Telemeter in Toronto suburb. See . . .

**WHAT CANADA PAYS FOR PAY TV . . . 62**

The serious charge of "fraud" was directed at KWK St. Louis last week by the FCC. Station ordered to revocation hearing because of complaints centering around conduct of contests. Station flatly denies charges. See . . .

**KWK CALLED TO FCC WOODSHED . . . 70**

Broadcasters enter final hours of the political campaign with elaborate preparations to feed returns to public. Parties pour last-minute money into timebuys in effort to sway the uncertain and hold the certain votes. See . . .

**POLITICS DOWN HOME STRETCH . . . 46**

Voters are becoming highly aware of balanced presentation of political issues. An FCC official in the know says news exemption and suspension of Sec. 315 during campaign have created a new climate. And FCC handed down an opinion in the case of Ike's California speech, which drew Senate subcommittee queries. See . . .

**SEC. 315—1960 STYLE . . . 48**

Congress has been out of town but a new Washington figure probing deep into broadcasters' problems is operating on Capitol Hill. He's Creekmore Fath, Texas lawyer investigating election activities. See . . .

**NEWEST MAN ON A HOT SEAT . . . 50**

Pattern of labor negotiations between talent unions and networks following traditional lines—employes asking too much, employers offering too little. National discussions held up as parties touch local aspects. See . . .

**WHERE DO YOU START FROM? . . . 54**

An answer to research problems—more careful interpretation, less emphasis on conclusions. This formula is advanced by Kenneth E. Runyon, of Gardner Adv., St. Louis, in an article dealing with the proper use of research. Questions, too, should be improved. See . . .

**MONDAY MEMO . . . 18**

The latest in tv advertising techniques occupied last week's meeting of American Assn. of Advertising Agencies, in New York. Greater skill in processing and planning of tv commercials advocated. Need of cooperation between agencies and producers stressed. See . . .

**SEARCH FOR NEW TV METHODS . . . 30**

Savings and loan associations are finding television an effective advertising medium, buying more programs and announcements, according to Television Bureau of Advertising. TvB starts campaign to bring more of these institutions into the tv fold. See . . .

**TV ADS CAN SELL MONEY, TOO . . . 36**

A case for Perry Mason, or the tribulations of a station that changes format. Intricate details of a promotion by KRLA Pasadena, Calif., heard by FCC in renewal case growing out of "Find Perry Allen" contest designed to tell Southern California about new format. See . . .

**KLRA OFFERS ITS DEFENSE . . . 80**

All eyes are on the ionosphere. Dreams of generations are materializing as newest Explorer missile with sophisticated instrumentation sends down the secrets of the sky. Seventy-seven types of data are being transmitted. See . . .

**EYE-VIEW OF THE IONOSPHERE . . . 86**

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*when you think of Kansas City remember our* **A. P.***

# Farm Lots . . . Meetings, Too

*From the TALL TOWER at Broadcasting House*

Wading through stockyards, feedlots, attending county farm meetings and dealer sales meetings, KCMO Farm Director George Stephens and Farm Reporter Paul Pippert gather the news **where it happens . . . when it happens.**

By objectively analyzing, interpreting and reporting all agricultural events, farmers within our 200-mile-wide area gain greater insight on markets and new farm developments.

That's why farm folk (and thousands of decision-making absentee farm owners living in Metropolitan Kansas City) consider KCMO-Radio and KCMO-TV "musts" for up-to-the-minute farm coverage.

Beaming out at maximum power, KCMO-Radio (50,000 watts, reaching 800,070 homes) and KCMO-TV (100,000 watts, invited into 616,940 homes) give you our entire area potential of 2,320,499 cash customers at **low** cost-per-thousand.

*AREA POTENTIAL

**Kansas City MO TV-Radio-FM**

E. K. HARTENBOWER, V. P. and Gen. Mgr., R. W. EVANS, Radio Sta. Mgr., SID TREMBLE, TV Sta. Mgr.

*Represented Nationally by Katz Agency*

A Meredith Station Affiliated with "Better Homes and Gardens" & "Successful Farming" Magazines.

## KRLA renewal probe hears log details

Edwin V. Schulz was solely responsible for adding *Thought for the Day* as daily two-minute religious program to program logs of KRLA Pasadena, Calif., for week of Oct. 18-24, 1959, according to affidavit made by Mr. Schulz on Feb. 5, 1960, FCC hearing on license renewal of KRLA was told Friday (earlier story, page 70). Question as to whether additions to program logs were made contrary to fact and for purpose of deceiving FCC was raised in letter to Mr. Schulz, then general manager of KRLA, by commission on Dec. 16, 1959.

Donald Cooke, owner of KRLA, testified that he had not known there was any question about KRLA logs prior to commission letter. In Jan. 1960 he went to Los Angeles to investigate this and other questions raised by commission with Mr. Schulz and Herb Hieman, production director. In Mr. Schulz' affidavit, in section read into record by Thomas B. Dowd, KRLA counsel, Mr. Schulz accepted "full responsibility" for adding *Thought for the Day* to Oct. 18-24 program logs.

Section said:

"There was no intention to mislead the commission by the addition of these notations, but in fact the additions were made to reflect what had actually taken place . . . the broadcast of *Thought for the Day* as a regular feature commenced during the second week of Oct. 1959. Unfortunately the traffic department did not receive instructions to schedule announcements on the program logs. When the analysis was completed it was noted that that analysis did not reflect any religious programming which we knew to be contrary to the actual facts. Pursuant to my instructions the notation with respect to *Thought for the Day* was added to the program logs . . . my decision was made without instruction from or advice to Donald Cooke."

Four days later, Mr. Cooke testified, he accepted Mr. Schulz' resignation. Suit filed by Mr. Schulz against KRLA for breach of contract is pending.

## WMCA, GOP at impasse over Kennedy editorial

Stations all over nation were wrapping up extensive plans for coverage of election returns as weekend approached. Assembled facilities and personnel were well ahead of past elections (election coverage starts page 27).

### Epitome of equality

Rex Howell, KREX-AM-FM-TV Grand Junction, Colo., has come up with new technique designed to maintain high level of broadcast influence on electorate. "In order that we may not contribute to any post facto influence from eastern states bearing upon the outcome of the election, KREX-AM-FM-TV will not broadcast predictions of election based on electronic computers as released by networks prior to the closing of the polls in our time zone," he said.

Late Friday Straus Broadcasting group (WMCA, New York, WBNY, Buffalo) had failed to reach agreement with GOP on spokesman to answer station's editorial endorsing Sen. Kennedy (see page 52). GOP had proposed Sen. Jacob Javits of New York to answer editorial for Nixon-Lodge ticket. Negotiations broke down when GOP refused to accept station's condition that Javits appearance would be full and complete satisfaction of stations' fairness obligation.

## Cancellation by GOP creates net problem

Four advertisers over weekend were resolving potentially political-charged network problems into which they'd been forced. As consequence, CBS-TV was left dancing jig with GOP (early story page 46). This was action as of late Friday evening:

General Foods and P. Lorillard retracted initial positions of refusing to reinstate *Hennessey* in regular time period (10-10:30 p.m.) Nov. 7 to permit half-hour reduction in Republicans' initial 10-11 p.m. preemption. They did so only after special appeal from GOP with CBS-TV up to that point sticking to its commitment. (GF and Lorillard had known of order, verbally in April and confirmed in August and thus had not budgeted for Nov. 7 half-hour show.)

GOP, in meantime, reserved 11:30-midnight on CBS-TV hoping to bracket election eve telecast of Sens. Kennedy and Johnson (Kennedy-Johnson have 11-11:30). This Republicans abandoned when they began negotiating with CBS-TV for preemption of General Electric's *Theatre* (Sun., Nov. 6, 9-9:30) but there GOP ran into cost snag—because of lateness in order, such preemption costs as promotion and advertising of show (was to star Gene Tierney that night) had been included and half-hour period had gone up reportedly to more than $125,000 in costs. As of late Friday (Nov. 4), GOP hadn't decided whether to preempt.

Firestone Tire & Rubber Co. suddenly asked to withdraw from its Nov. 4 *Eyewitness to History* program (CBS-TV) because of program's concentration on election format (Firestone is 52-week sponsor of series).

It appeared that on election eve GOP's 10:30-11 p.m. show on CBS-TV will be taped and then played on ABC-TV and NBC-TV against Kennedy-Johnson's 11-11:30 program on CBS-TV.

## Broadcasters, FCC study payola rules

Attitude of broadcasting industry toward new laws covering sponsorship identification and payola was made known to FCC Friday at meeting between network and NAB representatives and FCC Broadcast Bureau staff.

This was second such fact-finding exploration on subject of revised Sect. 317 and new Sec. 508 of Communications Act, passed by 86th Congress last August. First was with motion picture film producers two months ago (BROADCASTING, Sept. 26).

Gist of meeting was broadcasters' feeling that new regulations do not cover filmed and taped programs begun before Sept. 13; that they do not embrace feature films made for theatrical exhibition and that rules should, perhaps, be made simple so "body of cases" can be built up.

Broadcast representatives were asked to submit written statements on their viewpoints in three weeks, leading to belief that proposed rules may be forthcoming within month.

FCC staff was headed by Harold G. Cowgill, Broadcast Bureau chief, and included Joseph N. Nelson, Dee Pincock, Ashbrook P. Bryant, among others.

## FCC vacates initial grant on N. Y. fm channel

Grant of last fm facility available in New York City hung in balance last week when FCC vacated its 1958 initial decision awarding construction permit to New Broadcasting Co., licensee of WLIB New York. Commission sent three original applications back to hearing examiner to determine what efforts

more AT DEADLINE page 10

## WEEK'S HEADLINERS

Mr. Burns

**John B. Burns,** director of national sales for MGM-TV, promoted to newly-created position of general sales manager. Mr. Burns, who will supervise all MGM-TV sales divisions in his new post, joined company in April, 1959, after serving as vp and director of national sales for ABC Films Inc. Announcement was made simultaneously with resignation of vp **George Shupert.**

Mr. Graetzer

Mr. Goodwillie

**John S. Graetzer Jr.** and **John Goodwillie** elected executive vps of C. J. La Roche & Co., N. Y. Mr. Graetzer, contact supervisor on Norelco, joined agency in 1952 as member of contact department. Elected vp in 1958, he will now head contact department. Mr. Goodwillie became account supervisor in 1956 and vp two years later. In addition to his new post of executive vp, he has been named vice-chairman of plans board.

Mr. Pierce

**Sam Pierce,** Guild, Bascom & Bonfigli consultant on programs, named director of tv programming. Agency last year had $13 million in spot and network tv programming. Mr. Pierce, who will be sole executive in tv department responsible for programming, started in radio in 1933 as staff announcer. He joined Lennen & Newell in 1940 as manager of west coast in charge of radio. He went to Ruthrauff & Ryan, Hollywood, in 1941. He was elected vp following year. Later, on free-lance basis, he wrote and produced radio and tv programs. In new position, Mr. Pierce headquarters in GB&B's Hollywood office.

**For other personnel changes of the week see FATES & FONTUNES**

were made by applicants to discover tastes, needs and desires of listeners in station's proposed service area.

Applicants are: New Broadcasting; Herbert Muschel, president of PR News Assn. Inc., and Independent Broadcasting Co., firm headed by Richard W. Braham, former employe of WQXR New York. New Broadcasting Co.'s programming plans included duplication of the WLIB format—100 hours of Negro programming weekly. Mr. Muschel planned all-news format and Mr. Braham would aim his programming at small, independent businesses.

In 1958 initial decision, Examiner H. Gifford Irion stated case "poses unique problems involving theories as to specialized broadcast service."

### Am processing line set

New processing list of standard broadcasting applications was announced by FCC Friday. List will be ready for processing Dec. 13 and applications which should be considered must be filed with commission no later than Dec 12. First application on list, BP-13035, was filed by WPD Inc. for new am on 1490 kc with 250 w in Danbury.

## Plea filed to reopen Petersburg, Va., ch. 8

FCC was asked Friday to reopen six-year old Petersburg, Va., ch. 8 case.

Petition for reopening was filed by Southside Virginia Telecasting Corp., unsuccessful applicant in 1954 case. Request to reopen hearing was based on alleged *ex parte* representations by Petersburg Telecasting Corp. (WXEX-TV) principal Thomas G. Tinsley Jr. with FCC Commissioner Robert E. Lee as reported in 1956 before House Small Business Committee. Mr. Tinsley owns also WITH-AM-FM Baltimore and WLEE Richmond, Va.

Petersburg Television Corp. won grant Oct. 1, 1954, by vote of 3 to 2, with two commissioners abstaining. FCC decision reversed examiner's recommendation in favor of Southside.

This is second move by Southside to recapture Petersburg ch. 8. Early in September it filed application for Petersburg vhf channel on top of renewal application by WXEX-TV (BROADCASTING, Sept. 12).

Southside is owned principally by Louis H. Peterson, owner of WSSV Petersburg, WNOR Norfolk and with 21% interest in WLVA-AM-TV Lynchburg, Va.

### Announcer sues KXTV (TV)

Tv announcer Bob Stone has filed $100,000 damage suit in Superior Court at Sacramento, Calif., against strike-bound KXTV (TV) there. Mr. Stone claims Corinthian station is using previously-made video tape without his approval and without pay, thus forcing him into "involuntary servitude" and "strike breaking against myself." Besides damages for "unfair competition, breach of contract and libel," suit asks for injunction to stop use of tape. Strike of 10 AFTRA and 32 NABET employes began Sept. 26. Corinthian headquarters in New York declined comment Friday.

### Sign payola decrees

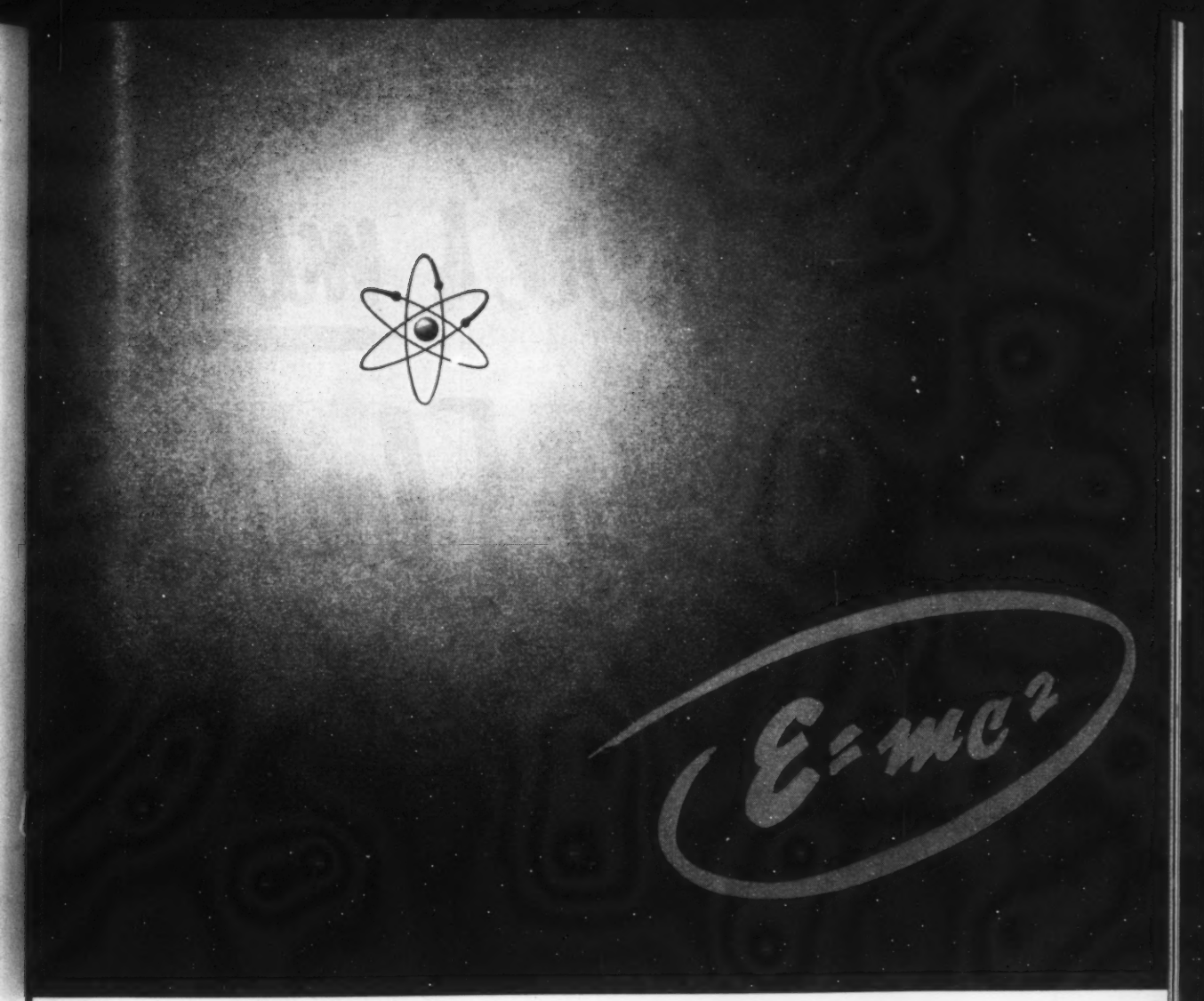
Three more record distributors have agreed to stop engaging in payola, Federal Trade Commission announced Friday. Signing consent judgments were: Scepter Music Inc. and Old Town Record Corp., both New York, and B&H Distributing Co., Detroit. This brings to 83 the number of payola complaints settled. There were 102 issued by FTC during its campaign against this under-the-counter activity.

### Zenith earnings off

Zenith Radio Corp. Friday reported estimated net consolidated earnings of $8,577,752 ($2.88 per share) for itself and subsidiaries during first nine months ended Sept. 30, compared with $9,319,921 ($3.50 per share) for like period last year. Consolidated sales (for almost exclusively civilian products) reached $183,952,012, rising 4½% over $175,990,037 in 1959. Decline in profits was attributed to continuation of "unrealistic pricing and liquidations" on part of "several principal competitors," plus August strike and high starting costs and delays in producing new cathode ray tubes at Rauland plant. Third quarter profits and earnings were $3,268,287 and $65,688,191 respectively.

## Business Briefly . . .

**Probable touch of spot** ■ Stations that backed up Esquire tv network promotion of "no odor" and "brighter than bright" shoe-polish improvements appear likely bets for more business as Esquire aggressively adds to and upgrades line. President Irving J. Bottner has unveiled Touch of Magic, plastic-packaged liquid polish with self applicator that will sell for 49¢. More innovations are to come, but Esquire's agency, Mogul Williams Lewin & Saylor, is not ready to disclose plans.




*(Just a matter of Relativity)*

- **CHARLOTTE IS FIRST TV MARKET IN ENTIRE SOUTHEAST WITH 636,900 TV HOMES***
- **WBTV DELIVERS 55.3% MORE TELEVISION HOMES THAN CHARLOTTE STATION "B"****

**Television Magazine—Sept. 1960*
***ARB 1960 Coverage Study—*
*Average Daily Total Homes Delivered*

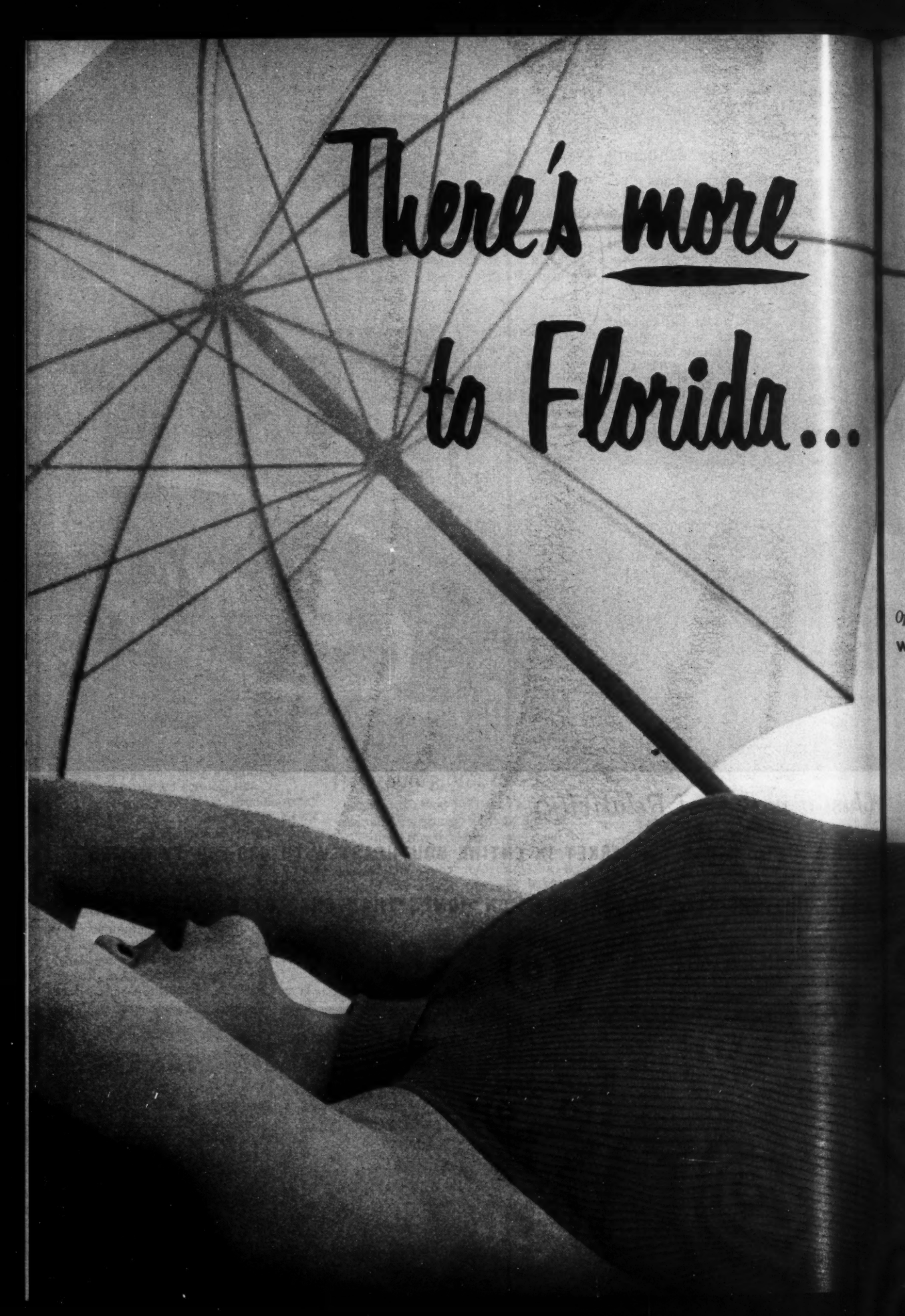
JEFFERSON STANDARD BROADCASTING COMPANY

# WBTV

CHANNEL 3 ◉ CHARLOTTE

## LET'S COMPARE MARKETS!

| | |
|---|---|
| CHARLOTTE | 636,900 |
| ATLANTA | 528,500 |
| MIAMI | 517,600 |
| MEMPHIS | 462,600 |
| BIRMINGHAM | 420,700 |
| LOUISVILLE | 418,900 |
| NEW ORLEANS | 363,500 |
| NORFOLK | 297,700 |
| RICHMOND | 265,800 |


There's more
to Florida...

There's **WJXT** in Jacksonville, where the most alluring curves are found on sales reports! *Only WJXT* reaches out to cover the *entire* booming Northeast Florida–South Georgia region. With 65 vs. 39 county coverage . . . WJXT *consistently* delivers *more* viewers, *more* coverage, *more* value to advertisers!

**WJXT** 4

JACKSONVILLE, FLORIDA

*Represented by CBS Television Spot Sales*

*Operated by The Washington Post Broadcast Division:*

**WJXT** *channel 4, Jacksonville, Florida* **WTOP RADIO** *Washington, D.C.* **WTOP-TV** *channel 9, Washington, D.C.*

ONE FIRST NO. 1

IN LANSING

The latest Hooper proves that . . .

WILS

is the markets'

NO. 1 STATION

| TIME | WILS | STATION B |
|---|---|---|
| Mon.-Fri. 7:00 am 12:00 noon | 63.1 | 19.9 |
| Mon.-Fri. 12:00 noon 6:00 pm | 66.5 | 14.2 |

C. E. Hooper — Jan., Feb., March, 1960

with 5000 WATTS

WILS

leads Station B in power by 20-1

. . . all of which makes WILS the very best buy to serve and sell the Lansing markets' 313,000 residents

represented by Venard, Rintoul & McConnell

WILS is associated with WILX-TV NBC · CHANNEL 10 studios in LANSING – JACKSON – BATTLE CREEK and WPON – Pontiac

# DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

## NOVEMBER

*Nov. 7—**Hollywood Advertising Club** luncheon meeting. Robert J. Bauer, president of the Better Business Bureau of Los Angeles will discuss his organization and the way in which it works to promote truth and good taste in advertising. Hollywood Roosevelt Hotel at noon.

Nov. 9—**Maine Assn. of Broadcasters** annual meeting and election of officers. Paul O'Friel, general manager of WBZ Boston, will be guest speaker. Steckine's Restaurant, 107 Middle St., Lewiston, Me.

*Nov. 9—**Western States Advertising Agencies Assn.** informal round table discussions on "Solving New Problems of Agency Operations." Nikabob Restaurant, 9th and Western Ave., Los Angeles, 6 p.m.

Nov. 10—**WSB Radio-Tv News Broadcasting Conference,** held in association with Henry W. Grady School of Journalism, U. of Georgia. Creative contests will be a feature of the broadcast-news educational session. WSB-AM-TV Atlanta studios.

Nov. 10-11—**North Dakota Broadcasters Assn.** annual meeting. Gardner Hotel, Fargo, N.D.

Nov. 13-16—**Assn. of National Advertisers** annual meeting. The Homestead, Hot Springs, Va.

Nov. 13—Annual seminar for promotion managers of radio and tv stations represented by **Edward Petry & Co.,** at 3 p.m. in Continental Suite, Sheraton-Charles Hotel, New Orleans. Held in conjunction with Broadcasters' Promotion Assn. convention.

Nov. 14-16—**Broadcasters' Promotion Assn.** annual convention. Sheraton Charles Hotel, New Orleans. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Among topics on agenda: color tv, budgets, merchandising, FCC and other probes, audience surveys and the role of video tape, graphic arts and news in promotion.

Nov. 15—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar premieres at Hawaiian Room in Hotel Lexington, New York, 12:15 p.m. Details for first program to be announced.

Nov. 15-18—**Television Bureau of Advertising** annual meeting. Waldorf-Astoria, New York.

Nov. 16—**Radio & Television Executives Society's** newsmaker luncheon. Roosevelt Hotel, New York.

Nov. 17-18—**Tennessee Assn. of Broadcasters** meeting. Peabody Hotel, Memphis.

Nov. 17-18—**Freedom of Information conference.** Jay H. Neff Auditorium, U. of Missouri School of Journalism, Columbia, Mo.

Nov. 18—**California Broadcasters Assn.** annual meeting, Fresno.

Nov. 18—**Television Bureau of Advertising.** membership luncheon. Waldorf-Astoria Hotel, New York. Speaker will be Leslie B. Worthington, president of U. S. Steel.

Nov. 18—**Tennessee AP Broadcasters** meeting. Hotel Peabody, Memphis.

Nov. 18-19—**Oregon Assn. of Broadcasters** meeting, Salem, Ore.

Nov. 18-19—**Advertising Federation of America,** 8th District convention. Holiday Inn and U. of Wisconsin campus, Madison. Among the speakers will be: James Fish, vice president of General Mills and AFA board chairman and James Beach, ABC vice president.

Nov. 18-19—**Oregon Assn. of Broadcasters** meeting. Salem, Ore.

*Nov. 19—**South Carolina UPI Broadcasters** fall meeting. Wade Hampton Hotel, Columbia, S. C.

Nov. 22—**Hollywood Ad Club** luncheon at Hollywood Roosevelt. Jerome Guild, designer, will discuss "Importance of Packaging."

Nov. 22—**Radio & Television Executives Society's** timebuying and selling luncheon seminar. Matthew J. (Joe) Culligan, McCann-Erickson, will moderate, and Art Durham, Fuller & Smith & Ross, and Rodney Erickson, Erickson Assoc., will discuss whether or not network tv can have both quality and quantity. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Nov. 25-27—**National Assn. of Television & Radio Farm Directors** annual meeting, Conrad Hilton Hotel, Chicago.

Nov. 26—**Utah-Idaho Associated Press Broadcasters Assn.** convention. Twin Falls, Idaho.

Nov. 28—Deadline for reply comments in FCC's rulemaking proceeding to drop in vhf channels at less than present minimum mileage separations. Docket 13340.

Nov. 29—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Maury Long, BROADCASTING magazine, will moderate, and Bill Quarton, WMT Cedar Rapids, and Bob Bordley, WTOP Washington, will discuss how trade paper advertising helps them. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Nov. 30—**American Assn. of Advertising Agencies** east central region annual meeting. Statler Hilton Hotel, Detroit.

Nov. 30-Dec. 3—**Sigma Delta Chi** national convention, Biltmore Hotel, New York. Schedule calls for registration and opening night buffet, convention sessions through annual evening banquet Dec. 2, closing morning meeting and afternoon visit to United Nations Dec. 3, and post-convention activity of Sigma Delta Chi executive council Dec. 4.

## DECEMBER

Dec. 2—**Arizona Broadcasters Assn.** fall meeting. All-day session at Mountain Shadows Resort near Scottsdale, Ariz. Norman E. Cash, TvB president, and Kevin B. Sweeney, RAB president, are principal speakers.

Dec. 6—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Lou Hausman, Television Information Office, will moderate and C. Wrede Petersmeyer and Herman Land, Corinthian Broadcasting Corp., are among participants. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

## JANUARY 1961

Jan. 8-12—**National Retail Merchants Assn.** 50th anniversary convention. W. Maxey Jarman, board chairman of Genesco Corp., will speak at the opening-day luncheon. Grand Ballroom, Statler-Hilton Hotel, New York.

Jan. 13—**New York Chapter, Academy of Television Arts & Sciences** "Close-Up" 1961 dinner. Grand Ballroom, Waldorf-Astoria Hotel.

Jan. 21-22—Ninth annual **Retail Advertising Conference,** Palmer House, Chicago.

Jan. 23-24—**Oklahoma Broadcasters' Assn.** Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting.

### NAB Fall Conferences

Nov. 14-15—Statler Hilton, Washington

Nov. 21-22—Edgewater Beach, Chicago

Nov. 28-29—Biltmore Hotel, New York

### AFA 1961 Conventions

Jan. 27-29—Eastern inter-city conference of Women's Advertising Clubs. Warwick Hotel, Philadelphia.

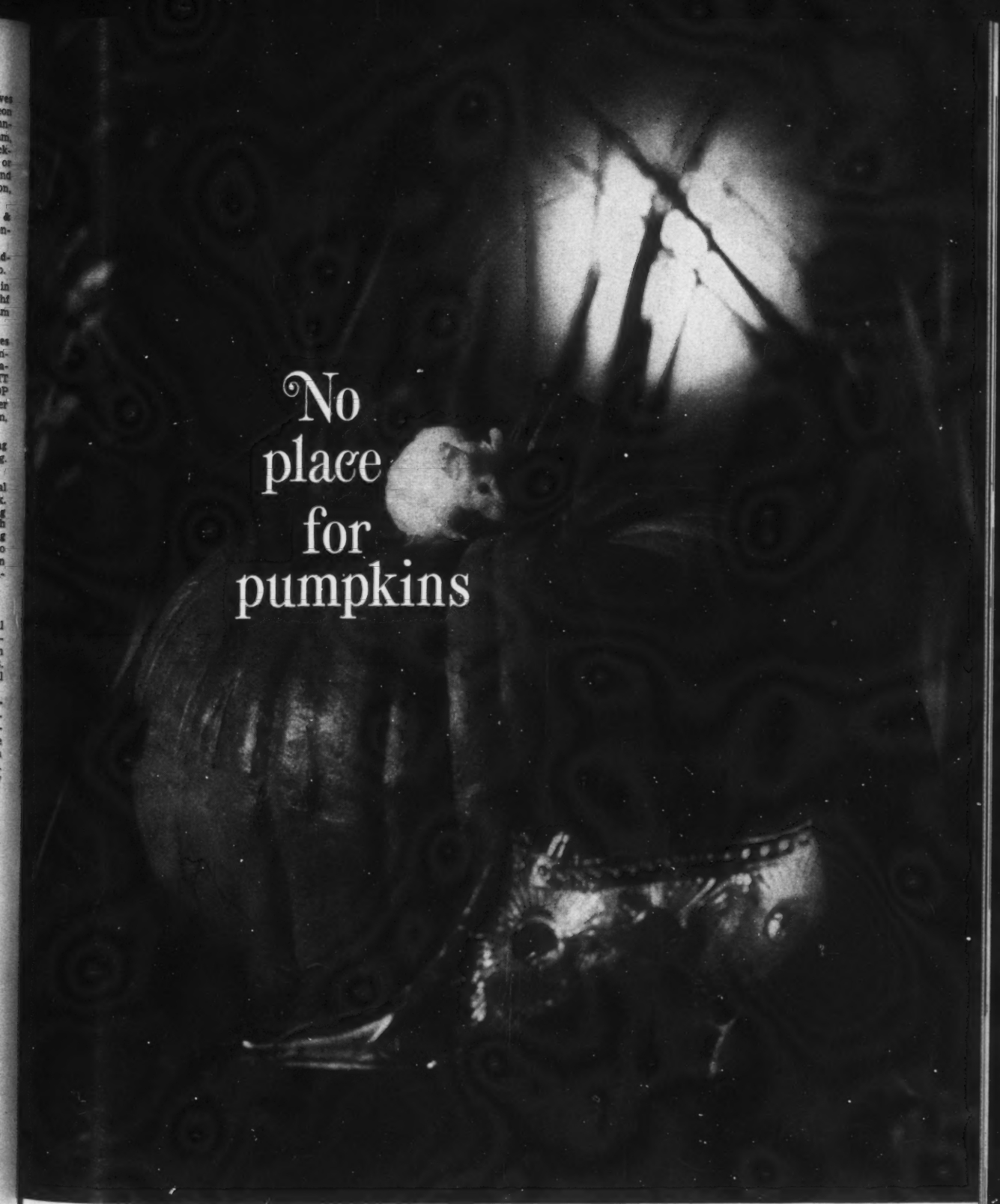
Feb. 1—**AFA** annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

April 6-7—**AFA** 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—**AFA** 4th district convention. Dupont Plaza Hotel, Miami.

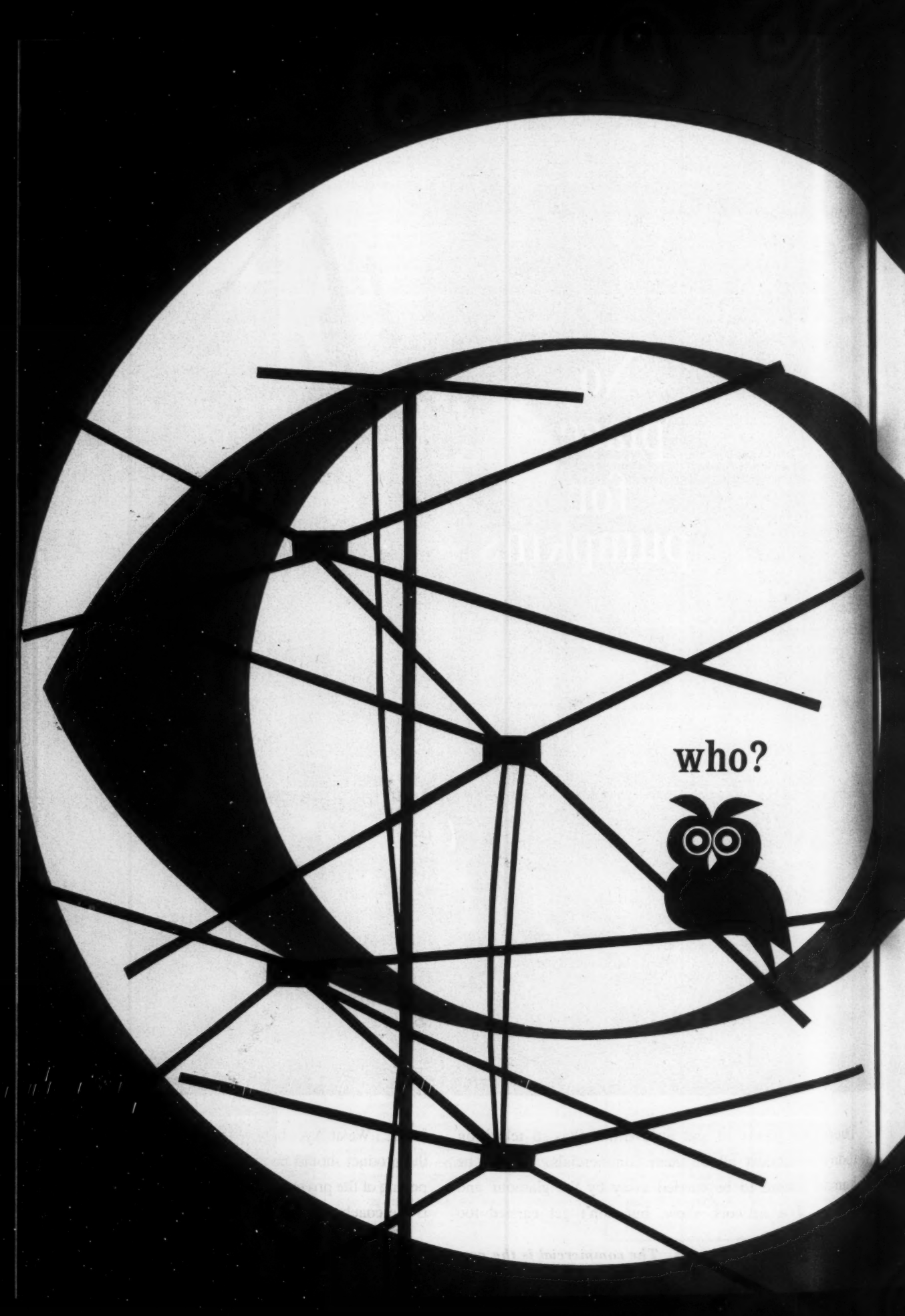
April 21-22—**AFA** 9th district convention. Savery Hotel, Des Moines, Iowa.

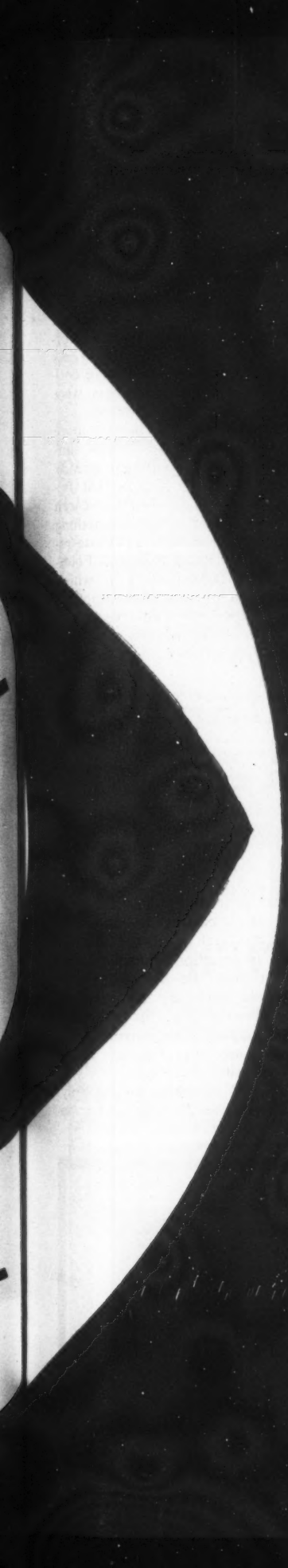
May 27-31—**AFA** 5th annual convention. Sheraton Park Hotel, Washington, D.C.




There are plenty of sad little Cinderellas in television today . . . almost all of them commercials. It may be human nature to be carried away by the glamour and glitter of a network show, but don't get carried too far. . . . We at Ayer believe that the three minutes that sell the product should be among the most exciting and compelling of the program. In our book, the only *profit* vehicle is the coach and four. We have no place for pumpkins.

***The commercial is the payoff.*** ***N. W. AYER & SON, INC.***


who?



Close to ten million viewers each week – that's who! – watch The Late Show on the five CBS Owned television stations.

That's a 20% larger audience per night than last year. And 21% larger than for the nearest late-evening competition!

Contact CBS Television Spot Sales. Because, on the five CBS Owned television stations, it's better late than ever!

**CBS TELEVISION STATIONS**

A Division of Columbia Broadcasting System, Inc.

Operating WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis

# MONDAY MEMO from KENNETH E. RUNYON of Gardner Adv., St. Louis

## Do your research results beg for an argument?

Much of the disagreement over the findings of media research could be eliminated if those who deal with these results would be a little more circumspect in interpreting findings and less emphatic in drawing conclusions.

Research is a tool that must be used properly. In reality it is simply an approach to answering questions.

Because of this characteristic, it follows that the definition or framing of the question also defines the research needed. If a question is framed properly and clearly, 90% of the research job is over. There remains, then, only the detail of selecting or devising a research technique and applying it to the solution of the question at hand.

I would hazard that most of the frustration, controversy and dissatisfaction that arises around research arises because the initial question is ill defined.

**Vital Question** ▪ Corollary to this problem of definition is the fact that the type of research employed depends upon the question which is being asked. A mistake that is made too often in advertising and media research is the failure to recognize that a specific research technique may be well adapted to one question but poorly to another.

A case in point is in the field of broadcast ratings. National magazines publish articles on what's wrong with our rating measurements; big name entertainers blame ratings rather than the mediocrity of their programs when their contracts aren't renewed. Let's face it. The rating services aren't that bad. The only thing that is really bad is the way they may be misused.

For instance, if I wanted to take a critical look at programming on the basis of program popularity, I would prefer to use some form of the coincidental method. If I wanted to determine the socio-economic characteristics of my audience, perhaps I should turn to the roster method. If I wanted to observe audience composition and audience flow, I'd use a diary. And, if I wanted to study audience duplication over a period of time, I would like to have data from some electronic gadgets. This may be a over-simplification, but the point is that I wouldn't expect to get each of these different measures with the same research technique, and further, each technique has something which it does better than the others.

**Choosing Media** ▪ Perhaps the outstanding example of expecting too much from media research lies in the area of attempting to qualify or disqualify a medium as an advertising vehicle because it does or does not sell goods. I don't know how many millions of research dollars have been spent in trying to solve this problem; a fortune has been spent by network broadcasters alone. The results of all of the studies conducted—and there have been some excellent ones—indicate that every medium examined from this point of view does sell merchandise, but I've never seen the study that has, without qualification, proved this point.

The one thing that we must keep in mind at all times is the tremendous complexity of the factors with which we are dealing when we work with advertising, with media, or with the effectiveness of either in selling a product. The factors that can affect the sale of an advertised product range all the way from the product itself to the weather, with dozens of intermediate steps in between. A research study which controls all of these variables—and these variables must be controlled to prove the case—is a virtual impossibility.

**What to Expect** ▪ I am not questioning the value of studies conducted by media and private research organizations. Each has helped in giving more insight into the whole problem of media and advertising effectiveness. The point I am trying to make is simply that the results of these studies are indicative, not definitive, and that we are unrealistic when we expect more than that.

The whole course of advertising and media research is one of successive approximation; by that I mean no single study gives us the whole answer, but each gives us another bit of evidence which, when weighed, evaluated and tempered with judgment and experience, adds to our sophistication and increases our competence. If we keep this point in mind, I don't think that we will expect too much from media research.

There is no magic in statistics. But sometimes people in our business seem to become enamored with statistics. The underlying philosophy seems to be that if something can be expressed in numbers it must be so. We should be less concerned with numbers and more concerned with how these numbers were obtained and what they represent.

**More Than Results** ▪ There is more to research than results. This is simply a corollary to everything I already have said. It merely means that before we can use the results of research properly, we must know something about the method used to get those results. The Advertising Research Foundation outlines eight criteria by which research should be evaluated. Each of these criteria themselves deserve serious consideration. ARF suggests that these questions be asked about each piece of research:

1. Under what conditions was the study made? That is, why was it made, who did it, who paid for it and what are they trying to prove?
2. Has the questionnaire been well-designed?
3. Has the interviewing been adequately and reliably done?
4. Has the best sampling plan been followed?
5. Has the sampling plan been well executed?
6. Is the sample large enough?
7. Was there systematic control of editing, coding and tabulation?
8. Is the interpretation forthright and logical?

These are penetrating questions, and obviously, they cannot be answered without a thorough study of the research job in question. Further, very few laymen have the knowledge and skills that are necessary for such an evaluation. Nonetheless, this evaluation needs to be made, and anyone who uses the findings of a research study without answering these questions systematically and honestly, is not only kidding himself but is begging for an argument.

Kenneth E. Runyon has been vice president and director of marketing of Gardner Adv., St. Louis, since 1956. He also is chairman of plans board. A native of Oklahoma (born 1921), he spent most of his youth in Independence, Kan., and received his A.B. and M.A. (psychology) from U. of Kansas. He served in Air Force in World War II, was instructor in psychology at U. of Kansas before joining agency in 1950. He started in media department, was named director of research in 1952.

# Shrimp Creole OLD NEW ORLEANS FAVORITE

*Prepared by Chef Dan Evans at the Pontchartrain Hotel*

## *WWL-TV... new New Orleans Favorite*

**Here's how to make Shrimp Creole:**

Put 3 tbsp. shortening in heavy pot; heat. Chop 1 large onion, 2 stalks celery, 2 small green peppers. Sauté in hot shortening until tender, but do not brown. Add two cups canned tomatoes, 1 cup tomato paste, 2 bay leaves, 1 lb. peeled and deveined shrimp. Cook 45 minutes to 1 hour. Salt and pepper to taste. Serve over base of cooked rice. (Rice should be steamed until light & fluffy.) Serves 4. Superb with a bottle of rosé wine.

Seven days each week the New Orleans audience now gets comprehensive reports of local and world news on WWL-TV — New Orleans' most *alert* reporter. WWL-TV's expanded news coverage includes:

**Mon. thru Fri.** 15 minutes of news 8:00-8:15 a. m.
45 minutes of news, sports and weather each afternoon 5:45-6:30
15-minute news final nightly 10:30-10:45

**Sat.** 30 minutes of news, sports and weather 6:00-6:30 p. m.
15-minute news final 10:00-10:15 p. m.

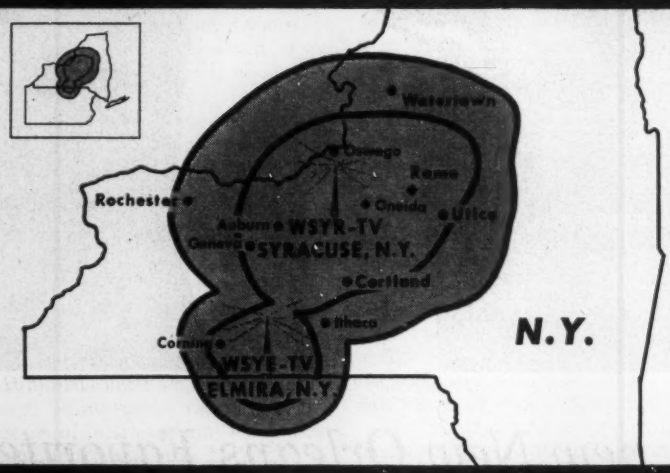
**Sun.** 15-minute Sunday news special 10:00-10:15 p. m.

*Ask Katz about WWL-TV's big new news lineup.*

**WWL-TV** CBS
NEW ORLEANS

# WSYR-TV
PLUS!
# WSYE-TV
DOMINATES
CENTRAL NEW YORK

**WSYR-TV ALONE DELIVERS 44,287 MORE HOMES THAN ITS COMPETITOR**




**WSYR-TV AND ITS SATELLITE, WSYE-TV, DELIVER 73,089 MORE HOMES THAN ITS COMPETITOR**

*All figures NCS No. 3, weekly circulation.

# WSYR • TV

NBC Affiliate

*Channel 3* • **SYRACUSE, N. Y.** • *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N.Y.

*Get the Full Story from* HARRINGTON, RIGHTER & PARSONS


## OPEN MIKE®

### College radio not 'play'

EDITOR: We sympathize with David J. Baseler who says in the Oct. 10 issue, page 22, that some "people connected with commercial radio tend to look down on college radio stations." And I'm delighted to see the response on page 18 of the Oct. 24 issue of Lincoln Diamant.

Adding to Diamant's list of college broadcasters who are now successful in the commercial playground I send you the names of these former staff members at the Harvard College undergraduate station, now called WHRB: Kim Kirchwey, WBCN (FM) Boston; Andrew Sihler, WBCN; Dick Kaye, general manager, WCRB Waltham, Mass.; Duncan Pirnie, WQXR New York; Preston Townley, WNAC Boston; Bill Hahn, WNAC; Ed Hinshaw, KSTP Minneapolis-St. Paul; Ben Dawson, KISN Vancouver, Wash. (Portland, Ore.); Mathew Rubin, WCRB.

To show you that we mean what we say, we can point to the newly-appointed assistant to the manager, Tracy Coudert, who last year was sales manager of WHRB.—*Robert S. Kieve, General Manager, WBBF Rochester, N. Y., and formerly President of Harvard College station (Crimson Network).*

### Comr. Lee: 'misinterpreted'

EDITOR: I am deeply concerned that your editorial this week ("Lee tide," page 104, Oct. 31 issue) refers to me as "jumping the gun" on the New York City uhf project by allegedly proposing an immediate move to uhf.

In my speech before the National Assn. of Educational Broadcasters I outlined an 11-point program which would stimulate the health of uhf broadcasting. You will note that the program would invite vhf stations to operate simultaneously on uhf channels, would give stations the lowest frequencies available and would deintermix such cities when such actions are ripe. I am sure you will agree that this is not an all uhf proposal.

[A reading of my NAEB speech] will show at a glance that as your reporter puts it I "would not ignore the outcome of the New York City test" (Oct. 24 issue, page 72). You will note . . . that I enumerate some of the possible outcomes of the uhf test. Conclusions B and C are on the point and I repeat them:

"B. It may demonstrate that the uhf will not work well within the metropolitan area and we will have to *continue use of vhf* in such locations. (Emphasis supplied).

"C. It may demonstrate that it will

# STATISTICS

## don't buy jewelry...

# PEOPLE DO!

If you're impressed by facts and figures, we can show you plenty--ARB and Nielsen both put WJAC-TV in the Number 1 position in the Johnstown-Altoona market.

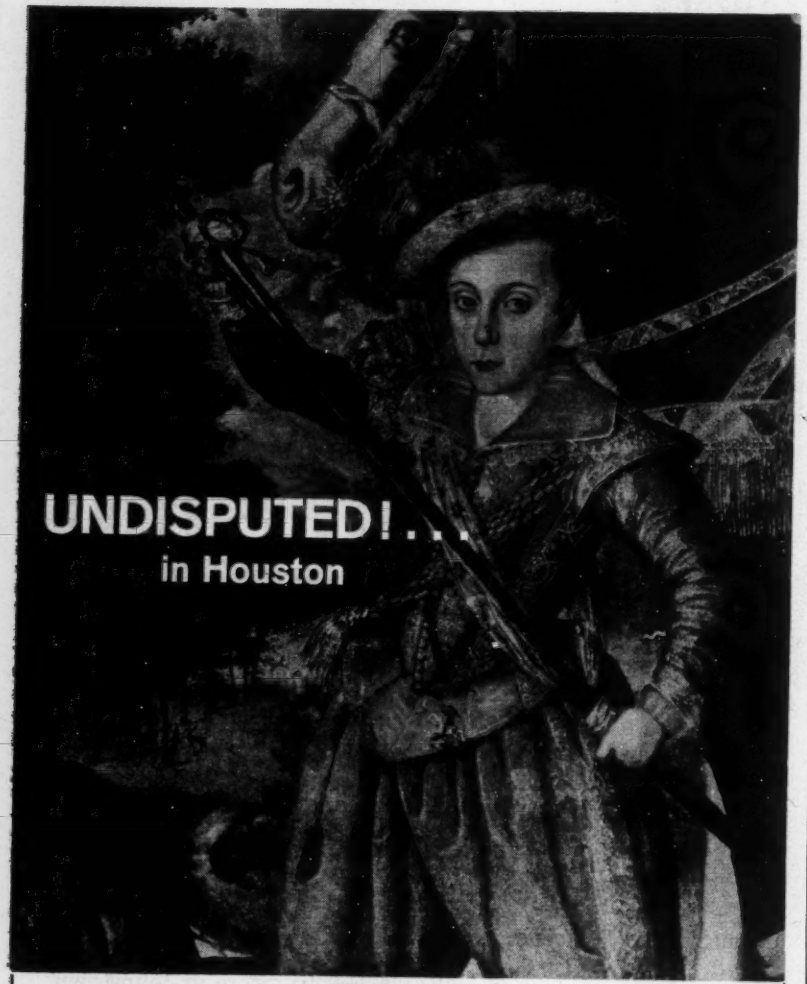
But there's more to our story than mere statistics! Sales results--that's where WJAC-TV really shines. Mr. Leonard Fischler, Manager of DeRoy's Jewelry Store in Johnstown, puts it this way:

> "We're interested in people . . . people who will buy our merchandise. WJAC-TV draws people into our store like a magnet, and turns them into customers!"

Looking for customers? In the Johnstown-Altoona market you'll get them by advertising on WJAC-TV!

**for full details, get in touch with**

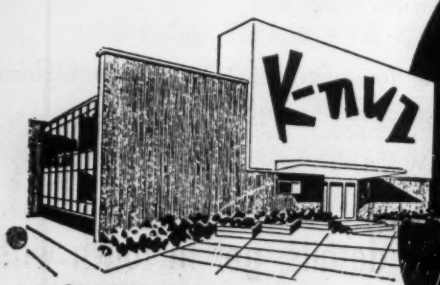
**HARRINGTON, RIGHTER AND PARSONS, INC.**




*HENRY FREDERICK PRINCE OF WALES*
*—unknown English Painter—1603*

**K·NUZ is the NO. 1* BUY**
**at the lowest cost per thousand!**

*See latest Pulse or Nielsen




National Reps.:
THE KATZ AGENCY, INC.
• New York
• Chicago
• Detroit
• Atlanta
• St. Louis
• San Francisco
• Los Angeles
• Dallas
IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2591

24 HOUR MUSIC and NEWS

MEMBER OF
TEXAS QUADRANGLE

work well but because of the economic factors relative to making it work well, it might not be practical in large metropolitan areas."

You will note also that . . . I emphasized my views in this regard by stating, "If our New York City test shows that uhf signals do not provide an adequate service, of course, we would have to turn to other alternatives."

It is hard for me to understand how I could have given the impression that I want to jump the gun. Perhaps you consider that the commission should not help the uhf generally until the results of the New York tests are obtained. If this is the point of your editorial, it is not clear nor could I agree with it.

As to the cost of a conversion to uhf, it is appropriate to observe that the 50-channel vhf system proposed by the commission, had it been possible, would have cost the taxpayers and the industry an amount far greater than conversion to uhf.

It is indeed unfortunate that your editorial was not based upon what I actually said. I appreciate your right to your own opinion, but I do feel you have misinterpreted my remarks and I should like to correct false impressions. *—Commissioner Robert E. Lee, FCC, Washington.*

[The record shows that Commissioner Lee did not always advocate a full-scale move to uhf. (In 1955 he urged reduction of mileage separations and directionals as an immediate means of weaving more vhf stations into the allocations.) Of course, it is his prerogative to alter his view based on what he may regard as new developments. We contend the FCC should not move precipitously and impose freezes on new and improved vhf stations and new uhf stations, as Mr. Lee proposes. It will be remembered that in 1948 the FCC imposed a freeze that was to have lasted only a few months. It wasn't lifted until 1952—4½ years later—to the chagrin of the public, Congress and the FCC itself.—THE EDITORS.]

## Audience, market facts

EDITOR: In planning marketing strategy for one of our clients we have encountered a question concerning television peneration and tv set ownership which I hope you will be able to help us answer.

We want to know what the trend has been over the past five years concerning tv set ownership (percentage of tv homes) and, if possible, tv viewing habits in rural and farm homes? . . . *—Len Larson, Marketing Research Dept., Bozell & Jacobs Inc., Minneapolis.*

[The 1960 BROADCASTING Yearbook ■ Marketbook, published in September, contains answers to almost all questions concerning tv penetration, ownership and viewing habits. In addition to county-by-county retail market data, it also contains number of tv homes and both Nielsen and ARB percent of tv homes. Copies are available, $4 each. —THE EDITORS.]

EDITOR: In your 1960 BROADCASTING Yearbook ■ Marketbook you quote

# the prestige independent with network advertisers!

The "network atmosphere" of WPIX-11 extends also to our advertisers, 98% of which are *national*. You're with the best company . . . and companies . . . on WPIX-11, New York's Prestige Independent. Here is one station, that can *guarantee* you will never be near "mail order" pitches, over-long commercials and other types of high-pressure selling. Add the "network atmosphere" of WPIX advertisers to the "network look" of our *programming* and the Nielsen-proved quality of our *audience* and you have at least three reasons why your selling messages *count more* on WPIX-11.

GENERAL MILLS, INC.
COCA-COLA COMPANY
GENERAL MOTORS CORP.
KELLOGG COMPANY
COLGATE-PALMOLIVE COMPANY
NATIONAL BISCUIT COMPANY
BROWN & WILLIAMSON TOBACCO CORP.
MILES LABORATORIES, INC.
WANDER COMPANY
GENERAL FOODS CORP.
DEL MONTE FOODS
BORDEN COMPANY
STANDARD BRANDS, INC.
WARNER-LAMBERT PHARMACEUTICAL COMPANY
BRISTOL MYERS COMPANY
F & M SCHAEFER BREWING COMPANY
GENERAL ELECTRIC COMPANY
TEXAS COMPANY
REVLON, INC.
P. BALLANTINE & SONS
WESTINGHOUSE ELECTRIC COMPANY
CONTINENTAL BAKING COMPANY, INC.
R. J. REYNOLDS TOBACCO COMPANY
PROCTER & GAMBLE COMPANY
AMERICAN TOBACCO COMPANY
RALSTON PURINA COMPANY
FORD DEALERS
SIMONIZ
MINNESOTA MINING
AND MANY MORE

***where are your 60-second commercials tonight?***

**WPIX** *new yor*

Assure yourself of complete coverage in America's richest market: advertise on WPAT. Throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut interest in our station is compounded daily, and companies who spend time on WPAT know it. Time *is* money on WPAT and you can count on it. That's why insurance and financial advertising alone has increased nearly 40% in three short years on our station thanks to advertisers like these: *Allstate Insurance, The Bank for Savings, The Bowery Savings Bank, The Chase Manhattan Bank, Eastman Dillon Union Securities Company, The Greenwich Savings Bank, Goodbody & Company, The B. P. Morton New York Corporation, The New Jersey Bank, The First National Bank of Jersey City, Seaboard Finance Corporation and The Williamsburg Savings Bank.* These are only a few of the many blue chip insurance and financial firms that have banked on WPAT . . . the station with the jingle of success.

WPAT
&
WPAT-FM

1958 retail sales figures. Is this correct? Should not that read 1959?—*Joe Lobaito, Sales Manager, WHRV Ann Arbor, Mich.*

[The 1958 figures are correct. The market data was provided by the 1958 national census of business conducted by the U. S. Dept. of Commerce, Bureau of the Census. These figures, released in late summer, 1960, represent the most up-to-date analysis of the U. S. commercial spectrum available. They should be distinguished from the unofficial estimated figures which appeared in the 1959 Yearbook.—THE EDITORS.]

EDITOR: In past years you have published radio and television financial data in the BROADCASTING Yearbook ▪ Marketbook, but this information does not appear in the 1960 edition. Why? —*Gid Klein, Sales Manager, KWWL-TV Waterloo-Cedar Rapids, Iowa.*

[Mr. Klein refers to the annual financial reports by the FCC which were carried in the weekly BROADCASTING as released. The 1960 BROADCASTING Yearbook ▪ Marketbook has a summary of annual tv financial report on page A-20, but the detailed story appeared in the Sept. 5 weekly issue. The radio report appeared in the Oct. 24 issue. —THE EDITORS.]

## BOOK NOTES

▪ *"The Effects of Mass Communication" by Joseph T. Klapper, The Free Press of Glencoe, Ill., 302 pp; $5.*

This survey of published research is the third volume in the series on "Foundations of Communication Research" edited by Paul F. Lazarsfeld and Bernard Berelson. Mr. Klapper prepared much of the book while he was research associate and project director at the Bureau of Applied Social Research at Columbia U. It was made possible by a grant from CBS Inc. Mr. Klapper now is conducting communication research programs in the Behavioral Research Service of GE.

The book collates and integrates the findings of published research and offers some "provocative conjecture regarding certain social and psychological effects of mass communication." Among these the author offers: "Mass communication *ordinarily* does not serve as a necessary and sufficient cause of audience effects, but rather functions among and through a nexus of mediating factors and influences. These mediating factors are such that they typically render mass communication a contributory agent, but not the sole cause, in a process of reinforcing the existing conditions."

Mr. Klapper reports that communication research "strongly indicates that media depictions of crime and violence are not prime movers" toward juvenile delinquency. "The content seems rather to reinforce or implement existing and otherwise induced behavioral tendencies." He concludes the problem must be attacked on more basic levels: family, school, church etc.

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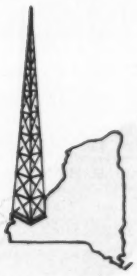

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

November 7, 1960 Vol. 59 No. 19

# Debate score: Kennedy up, Nixon down

## SINDLINGER STUDY SHOWS SWITCH IN SENTIMENT TOWARD CANDIDATES

It may never be known for sure who won the "Great Debates," no matter who wins the presidency tomorrow.

But it appeared from evidence that came to light last week that if Richard Nixon is elected, it will be despite his four face-to-face appearances with John Kennedy on television.

The charts on this page tell part of the story. In five surveys made by the research firm of Sindlinger & Co. during the debate period Mr. Nixon's stock fell while Mr. Kennedy's rose.

More of the story is told in tables on the following two pages. It adds up to this: If the debates were themselves causes of shifts in voter allegiance, Mr. Kennedy was helped and Mr. Nixon was hurt by their joint appearances.

**Before and After** ■ The trends can be read by comparing the survey taken before the first debate with that taken the day after the last one.

Of those interviewed in the first survey 37.3% thought Mr. Nixon would win while only 23.4% were betting on Mr. Kennedy. By the day after the fourth debate Mr. Nixon's vote of confidence had fallen to 29.1% and Mr. Kennedy's had risen to 33%.

A similar switch in voter allegiance also took place. Before the first debate 39.3% said they would vote for Mr. Nixon and 31.2% for Mr. Kennedy. After the last debate Mr. Kennedy had pulled ahead in preference, 40.5% to 38.1%.

**The Uncommitted** ■ If the research may be trusted as a guide to the thinking of the whole electorate, several million voters made up their minds in the weeks that the debates were aired. Before the first debate 29.5% of those polled were unable to or refused to state a preference for either candidate. After the last debate the uncommitted or noncommittal had decreased to 21.4%.

That still left many millions of votes in a state of uncertainty—enough to swing the election either way. It will take more research to find out whether the debates had a long enough effect to be a factor in decisions that were not made the day after the last debate but will be made by the time the polls close tomorrow.

**Idea Favored** ■ The one thing on which a clear majority of respondents in the surveys agreed was that the debates themselves were a good idea. And that majority increased with each debate. By the time the fourth debate was over 75.8% of all men and 79.1% of all women who had been in the radio or television audience approved the principle of face-to-face appearances.

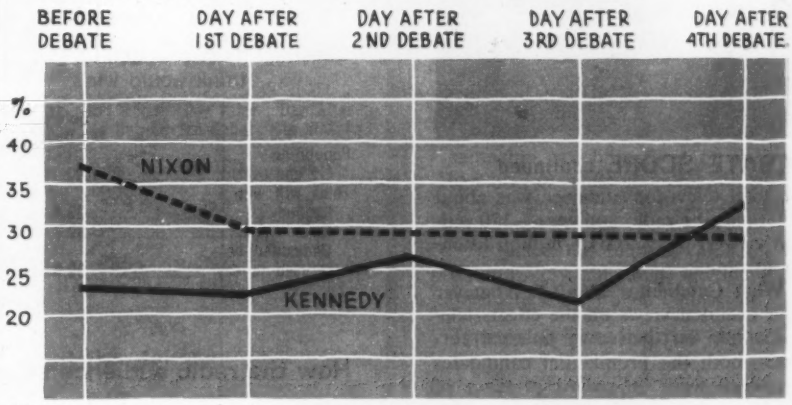
Most of the members of the minority who thought the debates were a bad idea were supporters of Mr. Nixon.

**Radio vs. Tv** ■ Kennedy supporters may be grateful that television was invented before the "Great Debates" took place. The Sindlinger research showed that Mr. Kennedy was routed by Mr. Nixon on radio.

In answer to the question who won the debates, 48.7% of the radio audience named Mr. Nixon and only 21% picked Mr. Kennedy. Among those who watched the debates on tv, 30.2% named Mr. Kennedy the winner and 28.6% picked Mr. Nixon.

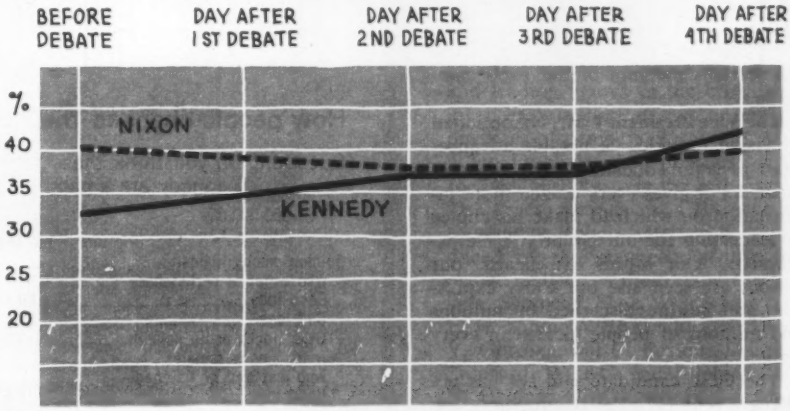
According to Sindlinger projections,

### Who people thought would win the presidency




This chart shows the percentage of people answering "Nixon" or "Kennedy" when asked, on the dates shown: "If our presidential election were being held today, who do you think would win?"

### Who people wanted to win the presidency




This chart shows the percentage of people answering "Nixon" or "Kennedy" when asked, on the dates shown: "If our presidential election were being held today, who would you, yourself, want to win?"

Source: Sindlinger & Co., Philadelphia

## DEBATE SCORE continued

the total television audience was about 4½ times the radio audience—270 million viewers of tv to 61.4 million listeners to radio.

**What Candidates Think** ■ Whatever their eventual views on the effects television had on their own political fortunes, both the presidential candidates last week went on record in favor of the "Great Debates" and of television in general.

Both candidates submitted statements to the "On the Air" column published in the *Catholic Transcript*, Hartford, Conn., Nov. 3. The statements were obtained by John Clare, who writes the column. Both Messrs. Nixon and Kennedy described tv as the primary communications medium of the 1960 campaign.

**The Vice President** ■ Mr. Nixon stated television provides "a notable advancement in voter education and enlightenment, for it gives every citizen more information on which to make his choice of leadership for our country." He explained: "Our words are heard, our actions are seen and our every expression and gesture discerned by millions and millions of people located in every state."

The GOP candidate said tv "has not changed political ideas or programs, but it has changed the ways of presenting those ideas and programs. The changes have proved enlightening and beneficial for our voters."

Vice President Nixon listed a few of the impacts of tv on the campaign:

"Television makes it easy for voters to hear and see candidates and thus become interested in studying the campaign issues.

"The voters get a chance to hear and see the candidates in the relaxed surroundings of their own homes.

"The voters have a better chance to size up the mettle and the character of the candidates—their temperament, poise, and maturity, and their grasp of the issues. . . . Seeing a candidate from afar in a crowded rally is quite different from the close-up, penetrating view afforded by television. And seeing a candidate as he is interviewed in his office or in his own home gives the viewer additional insights that he could not have otherwise. So does a panel interview, or an interview in depth."

**Another Aspect** ■ But tv brings its problems, Vice President Nixon told Mr. Clare, especially "one new and massive problem, cost." In comparison to traditional political expenses the cost of a national tv circuit is "phenomenal," he said, but " the scope and impact of television makes its use mandatory and worthwhile." He described the donation of time by major networks for the four joint debates as "a public service of the highest order, and the networks are to be commended for setting aside this valuable time. . . . This is a real service to our democratic form of government. For I believe firmly that our election system is the guarantor of our republic and the protector of all our freedoms, and I believe further that an informed, interested electorate is a vital necessity to that election system."

**Sen. Kennedy's Views** ■ The Democratic candidate told Mr. Clare television "has made a tremendous difference in political campaigning, particu-

### How people changed their minds about the winner

Question: If our presidential election were being held today, whom do you think would win?

| | Before 1st Debate | Day After 1st Debate | Day After 2nd Debate | Day After 3rd Debate | Day After 4th Debate |
|---|---|---|---|---|---|
| Population (12 and over) | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Think will win: | | | | | |
| Kennedy | 23.4 | 22.4 | 25.6 | 21.3 | 33.0 |
| Nixon | 37.3 | 30.7 | 29.8 | 29.7 | 29.1 |
| Undecided or refused to say | 39.3 | 46.9 | 44.5 | 49.0 | 37.9 |

Source: Sindlinger & Co., Philadelphia

### How the radio audience scored the debates

| | First Debate | | Second Debate | | Third Debate | | Fourth Debate | |
|---|---|---|---|---|---|---|---|---|
| | Percent | Number (Millions) | Percent | Number (Millions) | Percent | Number (Millions) | Percent | Number (Millions) |
| Total | 100.0 | 17.2 | 100.0 | 19.7 | 100.0 | 15.5 | 100.0 | 9.0 |
| Kennedy won | 20.3 | 3.5 | 22.8 | 4.5 | 18.7 | 2.9 | 22.2 | 2.0 |
| Nixon won | 43.0 | 7.4 | 52.3 | 10.3 | 45.2 | 7.0 | 54.4 | 4.9 |
| Draw or no opinion | 36.7 | 6.3 | 24.9 | 4.9 | 36.1 | 5.6 | 23.4 | 2.1 |

Source: Sindlinger & Co., Philadelphia

### How people changed their minds about 'Great Debates'

Question: Do you think these face-to-face meetings between Nixon and Kennedy are a good idea, bad idea or just what do you think?

| | Day After 1st Debate | Day After 2nd Debate | Day After 3rd Debate | Day After 4th Debate |
|---|---|---|---|---|
| Opinion among males who watched or listened: | | | | |
| Good idea | 60.1% | 66.7% | 70.3% | 75.8% |
| Bad idea | 20.4 | 10.2 | 9.3 | 6.7% |
| Other ideas or no opinion | 19.5 | 23.1 | 20.4 | 17.5 |
| Opinion among females who watched or listened: | | | | |
| Good idea | 70.4% | 72.3% | 75.9% | 79.1% |
| Bad idea | 6.1 | 5.3 | 5.1 | 4.2 |
| Other ideas or no opinion | 23.5 | 22.4 | 19.0 | 16.7 |

Source: Sindlinger & Co., Philadelphia

larly because it is now possible for candidates to speak directly to large numbers of people."

He said voters can weigh the content of what is being said and judge more easily by tv than by a radio broadcast the character and personality of the candidate.

The Democratic nominee declared there still are many cities and towns where newspapers don't "give a fair break to candidates." But he said the press in this election "has been fairer in the coverage of political news than in several earlier campaigns." He added:

"Where our party candidates have difficulty in getting their views carried in newspapers, they can now, thanks to television, reach people directly." He referred to the high cost of paid political broadcasts and the lack of funds for media purchases.

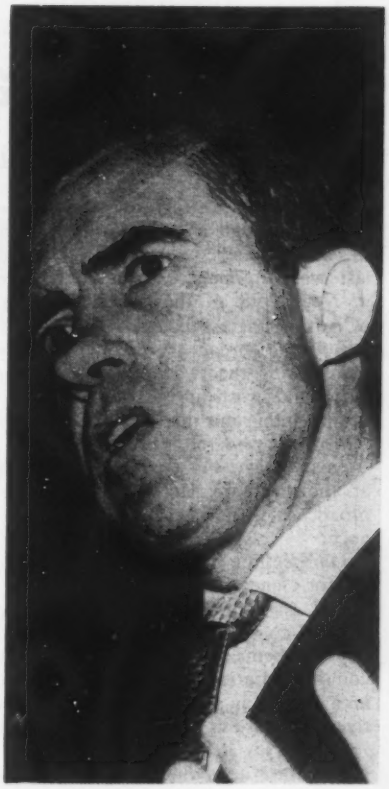
"The network television debates between Mr. Nixon and myself have been a great service by the television industry to the American people," Sen. Kennedy said. "More than 60 million Americans have had an opportunity through each of these debates to hear extensive discussion of the major issues.

"While it might have been better to have had a somewhat freer give-and-take, and an opportunity for Mr. Nixon and myself to develop our thoughts more fully on some of the major and more complex problems, we did discuss a wide-ranging number of matters. And we did it while facing one another."

**The Graphic Way** ■ Sen. Kennedy commented on "the use of documentaries or shorts which illustrate some of the problems a candidate may be talking about." He mentioned land erosion, slum areas, overcrowded and dilapidated schools as examples of graphic portrayals.

"When tv interviews people in a natural way, perhaps on the issues of the campaign, reaching them on their way to work, or while shopping, or working on their farms the results are often interesting and informative," he said.

"I place the highest value on television in any campaign, whether for the presidency or for a county or city."



## How people changed their minds about their votes

Question: If our presidential election were being held today, whom would you, yourself, want to win?

| | Before 1st Debate | Day After 1st Debate | Day After 2nd Debate | Day After 3rd Debate | Day After 4th Debate |
|---|---|---|---|---|---|
| Population (12 and over) | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Want to win: | | | | | |
| Kennedy | **31.2** | 33.2 | 35.6 | 35.4 | **40.5** |
| Nixon | **39.3** | 37.5 | 36.4 | 36.4 | **38.1** |
| Undecided or refused to say | **29.5** | 29.3 | 28.0 | 28.2 | **21.4** |

Source: Sindlinger & Co., Philadelphia

## How the television audience scored the debates

| | First Debate | | Second Debate | | Third Debate | | Fourth Debate | |
|---|---|---|---|---|---|---|---|---|
| | Percent | Number (Millions) | Percent | Number (Millions) | Percent | Number (Millions) | Percent | Number (Millions) |
| Total | 100.0 | 69.1 | 100.0 | 70.2 | 100.0 | 60.4 | 100.0 | 70.3 |
| Kennedy won | 27.8 | 19.2 | 29.5 | 20.7 | 24.3 | 14.7 | 37.4 | 26.3 |
| Nixon won | 18.5 | 12.8 | 24.1 | 16.9 | 39.1 | 23.6 | 32.6 | 22.9 |
| Draw or no opinion | 53.7 | 37.1 | 46.4 | 32.6 | 36.6 | 22.1 | 30.0 | 21.1 |

Source: Sindlinger & Co., Philadelphia

## How big a tv audience the 'Great Debates' drew

| Time | Homes | Viewers |
|---|---|---|
| 1. Sept. 26, 9:30-10:30 p.m. NYT | 30,000,000 | 75,000,000 |
| 2. Oct. 7, 7:30-8:30 p.m. NYT | 24,000,000 | 61,000,000 |
| 3. Oct. 13, 7:30-8:30 p.m. NYT | 26,000,000 | 70,000,000 |
| 4. Oct. 21, 10-11 p.m. NYT | 25,500,000 | 63,000,000 |

NOTE: There are discrepancies between these total audience measurements—made by the American Research Bureau—and the estimates made by Sindlinger & Co. as shown in the table headed: "How the television audience scored the debates." ARB's figures are national Arbitron ratings, obtained by a combination of metering devices and coincidental telephone calls in what ARB calls a true national sample of U. S. tv homes. Sindlinger makes his national projections from personal interviews in selected counties throughout the nation. Sindlinger's figures are confined to persons 12 years of age and older. ARB's include persons of all ages.

Source: American Research Bureau

## The new President's debut

The new president-elect of the U.S. will be heard Wednesday (Nov. 9) opening the first broadcast of a four-part study of freedom prepared for the CBS-owned radio stations, CBS Radio officials announced last week. They made the announcement with some assurance, having already taped "openings" by both candidates.

The four 25-minute broadcasts will present statesmen, educators, clergymen and leading figures in the creative arts in an examination of the concepts and practices of democracy.

Dr. Frank Stanton, president of CBS Inc. will participate in the first program. The series, narrated by CBS news correspondent Robert Trout, will be introduced by the managers of the CBS-owned outlets in their respective markets: Samuel J. Slate, WCBS New York; E. H. Shomo, WBBM Chicago; Thomas Y. Gorman, WEEI Boston; Thomas J. Swafford, WCAU Philadelphia; Robert F. Hyland, KMOX St. Louis; Maurie Webster, KCBS San Francisco, and Fred Ruegg, KNX Los Angeles. The programs will be carried Nov. 9, 16, 23 and 30.

# Unending search for new tv ad methods

## AAAA MEET HEARS CALL FOR HONESTY AND ACCURACY IN COMMERCIALS

The selling aspects of television—as seen through a commercial's power to attract and influence—dominated last week's annual eastern conference in New York of the American Assn. of Advertising Agencies.

But the broadcast-oriented agency man during the two days of meetings also could brush up on latest copy testing planning and methods and on current media research in the field.

In summary, this is what the meeting at the Biltmore Hotel contained for broadcast agency executives in attendance:

Gail Smith, director of tv advertising for General Motors, served as "keynoter" of Thursday morning's meeting on tv commercial production. Mr. Smith's theme was that the advertising commercial ought to continue to be the area in which skilled hands and creative minds are at work.

**Don't Play it Safe** ▪ Mr. Smith suggested this four-point philosophy: The most dangerous thing possible in tv commercial production is to "play it safe" ("take some chances in the area of ideas"); commercials ought not be created nor recommended which give "aid and comfort" to stereotyped anti-Madison Ave. views; the influence on the buying public has to be remembered and acted upon; and the client cannot be expected to execute these while the agency can.

In emphasizing the importance of the commercial message at a time when, he said, "advertisers are finally sharpening their pencils in earnest in comparing investment versus return," Mr. Smith asserted "I hope the time comes when the commercials you create are so good that the reservoirs throughout the country will feel their greatest strain during the program and never during the commercial."

In discussing advertising malpractices, Mr. Smith noted that "no one ever failed to do a proper selling job because he confined himself to honesty and accurate representation. How ingenious he was in presenting his sales message is another matter.

"But when misrepresentation, direct or even by innuendo, is employed, then aren't you forcing governmental regulator bodies to step in and do what you should be doing on your own initiative? And how can you complain if they do?"

**Freshness** ▪ Gordon Webber, vice president and director of tv at Benton & Bowles, told the AAAA session that it isn't enough for a tv commercial producer to have technical knowledge. He also must have talents that'll bring "freshness and creativity." Mr. Webber pictured the ideal tv producer as one having nine "attributes": he must be an advertising man; have imagination; see things in terms of pictures; be technically-skilled in film and video-tape techniques; have knowledge of music (how it can add extra dimension to commercials); be an administrator who understands budgeting; a "diplomat" ("says the right word at the right time and never misses an air date"); a "constitutional worrier" (takes "nothing for granted, hopes for the best, expects the worst"); and has taste ("taste makes the difference").

The producer, noted Mr. Webber, ought to be made a "close and equal partner in the creative trinity of copy, art and production."

Jack Sidebotham, vice president of tv art and production, Young & Rubicam, demonstrated commercial tv ideas, some of which never got on the air and some experimental, but all dramatizing his point that the better commercials are primed to "beautiful" ideas. Needed, said Mr. Sidebotham, are "diligence and dedication"—and "not necessarily to your job or your client, but to your idea."

A panel of tv film and tape producers explored the area of cooperation between them and agency producers. The most often expressed view was the desire of film producers to be included early in plans, indicating that they'd like their ideas to get a hearing and not be treated solely as servicers. A tape problem that came up: agencies often compel tape firms to submit competitive bids on a commercial job based on a given number of work hours, a figure which becomes unrealistic when the agency is tempted to do various scenes over repeatedly and thus push up the budget.

**Acceptance** ▪ In another part of the session, Don Tennant, vice president in charge of Leo Burnett's tv commercial department, said that while there are "new worlds to conquer in tv commercials," there's an "old one" to conquer first: to get the viewer to accept the commercial not as a "necessary evil but as a welcome piece of product information and salesmanship."

"Americans," Mr. Tennant said, "are not against the idea of selling things—but they are against being talked to as though they were retarded children."

While many commercials are liked and are in good taste, Mr. Tennant continued, "too many . . . go at the viewer" as if he were obligated to watch and listen, which "demand rather than ask . . . abuse rather than disarm." He implied that the latter commercials are representative of canned, stereotyped selling approaches—"a nice, safe bunch of formats and dramatic situations that can be used over and over again."

His hope for the future: A fresh point of view, a theme he embellished with a film he especially prepared for the AAAA. The film included a running in of various tv commercials which attempt to get a sales message across but which obviously had a choice of making them with either good or bad taste.

Warned Mr. Tennant, the way to "new worlds" in tv commercials is not in the direction of "bigger and more opulent commercials," more singing, dancing or more cartoons, but through the means of talking to people "in friendly, realistic terms they understand, respond to and enjoy."

**Tv Code** ▪ Stockton Helffrich, director of NAB's New York tv code office, directed his talk at the AAAA session on the tv code, the functions of his office and a discussion in general terms

### ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Oct. 27-Nov. 2 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

| Date | Program and Time | Network | Rating |
|---|---|---|---|
| Thur., Oct. 27 | **Date with Debbie** (9:30 p.m.) | ABC-TV | 29.2 |
| Fri., Oct. 28 | **77 Sunset Strip** (9 p.m.) | ABC-TV | 25.0 |
| Sat., Oct. 29 | **Gunsmoke** (10 p.m.) | CBS-TV | 24.9 |
| Sun., Oct. 30 | **Danny Kaye** (8 p.m.) | CBS-TV | 30.5 |
| Mon., Oct. 31 | **Danny Thomas** (9 p.m.) | CBS-TV | 20.6 |
| Tue., Nov. 1 | **Dean Martin** (10 p.m.) | NBC-TV | 26.4 |
| Wed., Nov. 2 | **Wagon Train** (7:30 p.m.) | NBC-TV | 29.4 |

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**Le Network: supplies its best and often originates with us.**

*La BEAUTÉ of reaching the French-speaking audience in their own language and offering the same high standards in English as well.*

LES EXTRAS: are intelligent and imaginative sales and program promotions. *LE NEXT STEP: contact us directly or see our reps!*

**Les Stations Hot:**

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**CFCM-TV**
QUEBEC'S SELLING COMBINATION
**CKMI-TV**
ENGLISH

REPS. Jos. A. Hardy & Co. Ltd.
Scharf Broadcast Sales Ltd.
Weed Television Corp.

With thanks to
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of good taste in tv advertising, of advertising or selling without hitting out at competing products and their claims, and of greater responsibility in the matter of tv plugs.

Bufferin's old "mechanical man" was invoked at the AAAA's research meeting Thursday morning. Research Vice President Peter Langhoff of Young & Rubicam, answering the question in his speech topic, "Should the agency test copy?" predicted the mechanical man's effectiveness and history confirmed the findings—"ad nauseum." (Bufferin changed its art last spring.)

This is the area where an agency's copy-testing resources should be concentrated, Mr. Langhoff feels, developing the creative approach. Post-tests might better be left to the client, for if "air technology had concentrated on the speedometer, we'd never have arrived at the jet age."

Young & Rubicam and McCann-Erickson expect to pick up more syndicated support for the new tv rating service they commissioned Audits & Surveys to establish, thus lightening one of the "post" testing chores for the agency. He also mentioned client-supported Gallup & Robinson auditing of tv as well as magazines.

**Picking up the Ball** ▪ Speaking as chairman of the AAAA standing committee on research, Dr. Langhoff said the group has taken up the challenge flung down by Darrell Lucas of New York U., Donald Kanter of Tatham-Laird and others who have questioned certain testing techniques including measures of recall and noting. A subcommittee under Paul Gerhold, national media and research vice president of Foote, Cone & Belding, has drafted a report and the group on standards for these measurements and the parent AAAA committee is reviewing it now. Copy testing has come into fashion again, Dr. Langhoff said. It is an ingredient of an agency's creative process and is going to improve in quality and administration.

William M. Weilbacher, introducing the morning's program on "Researching the creative product: the state of the art," said that researchers hold a good many meetings but generally neglect the state of the art. Donald Kanter of Tatham-Laird reviewed some pendulum swings in research to the point where today "we realize that the consumer is a whole man and now we study him as a person in a market." The research man today is recognized in an agency as "the consumer's advocate" and the agency values the consumer viewpoint.

Mr. Kanter has been reading Stanislavsky's *An Actor Prepares* in his quest for the consumer viewpoint and has found some help in the "method" actor's manual in understanding the consumer. As actors switch roles to gain understanding, the researcher can switch roles with the consumer and come up with some new insights, he has found. Much of the look-alike work in advertising is directed to people who do not exist, Mr. Kanter is convinced. It's time to go back to the consumer and find out who he really is.

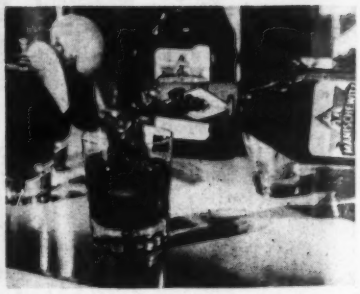
Clark L. Wilson, research vice president of BBDO, in a review of copy-testing methods, put his finger on a flaw in tv testing. Work done in groups with viewers filling out their own questionnaires, he finds, yields less than satis-

## Manischewitz flows again on television screens

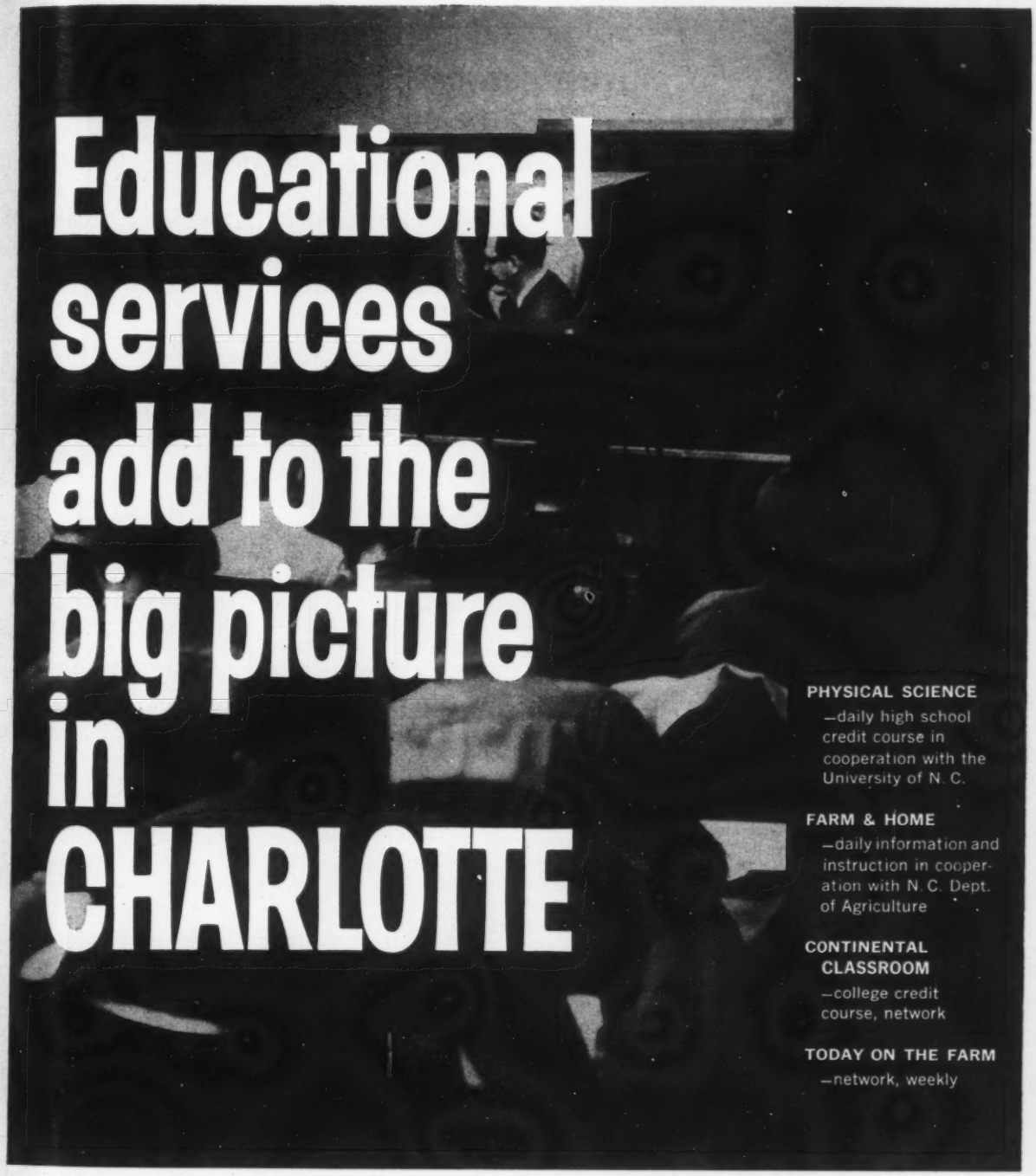
Manischewitz is playing a new sociability theme on television, but in one of the commercials not a sociable soul is in sight. Other spots in the series, prepared by Grant Advertising, New York, for Monarch Wine Co. of Brooklyn, show a young-married set playing at ping pong, darts and puppeteering at home parties. "The pleasure is all wine," the jingle says. In the lone, unpopulated commercial, the action perforce is all wine, too. This one relies on the product to sell itself without benefit of cast, beyond a bottle-pouring or glass-holding hand.

A 60-second montage of flowing wine, it looks like a studied appeal to thirst. Actually, it was almost an afterthought in a campaign that in all must be costing Monarch around $750,000, according to one informed guess (advertiser and agency won't say). The all-wine minute was done without benefit of storyboard and is a good example of the film cutter's art, using footage from the other spots. All the happy young couples are filtered out, leaving for this one an essence of wine commercial. Visual drama, pace and movement are provided by bottles, their berry and grape distillations, the way they are served, whether traditionally, on-the-rocks, as coolers or frappes. The picture is backed by announcer, orchestra and jingle-singers with the refrain, "Time for wine / It's that happy, happy time again / Time for wine / Time for Manischewitz wine again. . . ."

The celluloid improvisation is part of a heavy six-week schedule that marks renewed emphasis on tv by an old spot stalwart (BROADCASTING, Oct. 31). Debuts of the commercials vary through the middle of the month in a national pattern that has dates and schedules tailored to individual markets with the assistance of Grant's branch offices. The commercials, in 60-second and 20-second versions, have alternate endings introducing a new gift package.



The commercials with the broader action and couples, as typified by the top two stills, are excerpted for the montage showing flowing wine alone, as typified in the bottom two stills.


Educational services add to the big picture in CHARLOTTE
PHYSICAL SCIENCE
—daily high school credit course in cooperation with the University of N. C.
FARM & HOME
—daily information and instruction in cooperation with N. C. Dept. of Agriculture
CONTINENTAL CLASSROOM
—college credit course, network
TODAY ON THE FARM
—network, weekly

They'll tell you about it in Carolina classrooms, in farm homes of the fertile Piedmont. WSOC-TV's worthy and practical public service features are another facet of the program structure that changed viewing habits in America's 25th largest tv market. Viewers get more, advertisers get more on Charlotte's WSOC-TV—a great area station of the nation.

**WSOC-TV**

**CHARLOTTE 9**—NBC and ABC. Represented by H-R

**WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton**

factory information. BBDO found it could get 50% more by interviewing the viewer personally, even on the telephone, than in the group situation.

**Research Perspective** ■ A panel of four media experts met Thursday afternoon to discuss "How to put media research into proper perspective in media planning."

Speakers were Larry Deckinger, vice president in charge of media strategy, Grey Adv., who described "The magnitude of the media problem and what to do about it"; Paul E. J. Gerhold, vice president and national director of media research, Foote, Cone & Belding, who corrected "Seven fallacies in audience measurements"; G. Maxwell Ule, senior vice president for marketing, Kenyon & Eckhardt, who examined "New approaches in the use of audience measurements," and Leonard S. Matthews, vice president, marketing services, Leo Burnett, who stressed "The role of judgment in media planning." Francis X. Brady, executive vice president, Cohen & Aleshire, presided over the media buying meeting.

Looking at the media problem from the standpoint of "inside media," Mr. Deckinger said the importance of media selection can be understood when it's considered that 85 cents of every advertising dollar goes to the medium and only 15 cents to the agency. The basic problem in facing a media problem is to reach an agreement on terms, he said. "We have to agree on what it is we're talking about;" objectives must be clear and conditions must be determined for each of the components involved in a media selection.

Mr. Gerhold asserted that more and better audience information is needed. "Audience measurements are the yardsticks of our business . . . they are the great levelers . . . and the basic rationale for most media solution, but they are good only to the point where you use good sense and experience."

Mr. Ule stated that the use of "media numbers" requires discipline, understanding and judgment. The proper use of numbers "separates the really creative agency thinkers from the hacks," he said. The role of the media planner was defined by Mr. Matthews, who said "I don't believe there is any other man in the advertising business who must consider, weigh, sort, discard, subtract and add up as many different facts, half facts, opinions and individual judgments and weld them into a homogenized whole as the media planner." Mr. Matthews said "judgment is the catalyst, the homogenizer, which creates a media strategy out of an everglades of fact and opinion. Good judgment is the prime requisite for a good problem solver, and a good problem solver is a good media planner."

# August network billing figures

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

Source: TvB/LNA-BAR

| | August 1960 | Jan.-Aug. 1960 | Jan.-Aug. 1959 |
|---|---|---|---|
| Agriculture & farming | $ 86,506 | $ 1,405,313 | $ 1,144,540 |
| Apparel, footwear & accessories | 646,757 | 5,061,612 | 3,275,739 |
| Automotive, automotive accessories & equipment | 3,173,682 | 33,805,362 | 29,343,826 |
| Beer, wine | 666,993 | 5,294,125 | 3,980,557 |
| Building materials, equipment & fixtures | .... | 1,504,811 | 1,785,171 |
| Confectionery & soft drinks | 702,545 | 9,816,699 | 7,476,990 |
| Consumer services | 231,423 | 2,374,243 | 2,072,070 |
| Drugs & remedies | 6,612,276 | 53,939,692 | 46,682,972 |
| Entertainment & amusement | .... | 842,467 | 260,383 |
| Food & food products | 8,887,342 | 74,219,765 | 74,854,065 |
| Freight, industrial & agricultural development | .... | 247,530 | 235,587 |
| Gasoline, lubricants & other fuels | 1,271,149 | 10,020,119 | 4,643,918 |
| Horticulture | .... | 371,250 | 240,016 |
| Household equipment & supplies | 2,264,709 | 20,605,531 | 20,565,885 |
| Household furnishings | 382,288 | 3,942,596 | 2,324,634 |
| Industrial materials | 1,359,436 | 15,960,430 | 13,320,216 |
| Insurance | 684,556 | 9,139,035 | 6,600,546 |
| Jewelry, optical goods & cameras | 533,807 | 7,165,491 | 7,662,929 |
| Office equipment, stationery & writing supplies | 188,744 | 2,055,164 | 2,571,500 |
| Publishing & media | 31,747 | 1,648,939 | .... |
| Radio, tv sets, phonographs, musical instruments, accessories | 8,684 | 3,625,530 | 3,082,087 |
| Retail or direct by mail | .... | 36,792 | .... |
| Smoking materials | 6,253,957 | 51,119,428 | 50,468,726 |
| Soaps, cleansers & polishes | 5,619,125 | 45,544,573 | 44,548,240 |
| Sporting goods & toys | 154,860 | 1,597,652 | 1,467,154 |
| Toiletries & toilet goods | 10,275,627 | 75,142,722 | 68,112,483 |
| Travel hotels & resorts | .... | 765,173 | 715,062 |
| Miscellaneous | 845,872 | 5,688,840 | 5,401,539 |
| TOTAL | $50,882,085 | $442,940,884 | $402,836,885 |

ESTIMATED EXPENDITURES OF TOP 15 NETWORK COMPANY ADVERTISERS

Source: TvB/LNA-BAR

AUGUST 1960

| | |
|---|---|
| 1. Procter & Gamble | 3,937,955 |
| 2. Amer. Home Prod. | 2,862,096 |
| 3. Lever Bros. | 2,687,039 |
| 4. Colgate-Palmolive | 1,948,079 |
| 5. General Foods | 1,514,360 |
| 6. Sterling Drug | 1,309,466 |
| 7. R. J. Reynolds | 1,278,578 |
| 8. General Motors | 1,223,315 |
| 9. Brown & Williamson | 1,207,606 |
| 10. Alberto-Culver | 1,144,091 |
| 11. Texaco | 1,098,748 |
| 12. American Tobacco | 1,007,433 |
| 13. Bristol-Myers | 942,365 |
| 14. General Mills | 905,603 |
| 15. National Biscuit | 889,631 |

ESTIMATED EXPENDITURES OF TOP 15 NETWORK BRAND ADVERTISERS

Source: TvB/LNA-BAR

AUGUST 1960

| | |
|---|---|
| 1. Anacin tablets | $863,741 |
| 2. Texaco | 725,173 |
| 3. Winston cigarettes | 570,328 |
| 4. Bayer aspirin | 558,037 |
| 5. Pall Mall cigarettes | 523,878 |
| 6. Dristan tablets | 519,085 |
| 7. Kent cigarettes | 513,365 |
| 8. Bufferin | 476,866 |
| 9. Alberto VO-5 | 450,240 |
| 10. Colgate dental cream | 448,881 |
| 11. Gleem tooth paste | 436,317 |
| 12. Tide | 425,011 |
| 13. L & M cigarettes | 412,190 |
| 14. Phillies cigars | 378,764 |
| 15. Salem cigarettes | 375,486 |

CENTERS OF ATTENTION: The whole nation's watching Philadelphia's bold, comprehensive re-development plan, which began with Penn Center (background). Mr. & Mrs. Metrodelphia are not ignoring re-developments. They're getting the word via WIP.

**Into the 21st Century** goes Philadelphia, determined to be free of slums and traffic jams. First came Penn Center, downtown, where eight years ago stood a monstrous, smoke- and soot-blackened train-carrying viaduct called, with some affection, the "Chinese Wall." Almost complete: $26 million restoration and landscaping project around Independence Hall. On the boards: Washington Square East—$55 million residential re-development. Already helping relieve traffic congestion are 14 of 100 new expressway miles planned for inside city limits. Another Philadelphia center of attention, **WIP**, has kept Metrodelphians informed of the big changes, and helped mobilize understanding and support. This is typical of the public-consciousness which has helped differentiate **WIP** from its opposite numbers for 39 years. And with the added impact of Metropolitan's new concepts, **WIP** is growing rapidly to the foremost audience position . . . in Philadelphia. **WIP, Metrodelphia, Pa.**

Represented nationally by Edward Petry.

# Television ads can sell money, too

## AND THEY DO A BETTER JOB FOR BANKS, CHEAPER THAN OTHER MEDIA

In the major markets, more banks and savings and loan companies are using television. They are buying more programs and increasing their purchases of announcements.

During the first quarter of this year, 319 financial institutions bought 339 programs and 1,822 spots per week in 52 markets alone.

These are but two points in a new Television Bureau of Advertising platform with which the bureau is stepping up its campaign to attract more financial institutions to tv advertising.

TvB President Norman E. Cash and Vice President-General Manager George G. Huntington opened the new drive today (Nov. 7) by unveiling a first-time presentation on the use of tv by financial institutions at the 45th convention of the Financial Public Relations Assn. in Boston.

TvBs approach:

Television is abetting the "humanization" of financial institutions which is a new phenomena in modern day banking. The firms include commercial banks, saving banks and savings and loan associations, finance, loan and mortgage companies and investment institutions, all of which are depicted to be a major effort "to court the general public."

Here are some of the visible factors found by TvB of a growing tv use by financial groups:

In 52 markets alone, a total of 361 companies use television, an average of seven companies in each market. An analysis shows 57% of the financial organizations use spot tv only, 29% buy programs only and 14% purchase both. News and weather reports account for 82% of programs sponsored by financial organizations. Advertising schedules on tv are spread throughout the broadcast day.

In the first quarter of 1960, TvB found 319 financial institutions in 52 markets alone buying 339 programs and 1,822 spots a week.

Among long-term users of tv, all use the medium-year-round with a wide range percentage (10-80%) of their advertising budgets allocated to television, 58% expect to keep the same rate of tv advertising and 42% plan to increase tv activity.

In nine major markets where data is available for 3½ years, a 181% increase can be traced in the number of announcements used by banks and savings and loan companies.

Much of the detail presented by TvB came from the bureau's own surveys and Broadcast Advertisers Reports.

TvB noted that the humanizing of banks began in 1954 when the Bank of America promoted "instant money" on tv and people asked for it by name. The bureau's look at banking today:

"No longer is the banker on a foreboding pedestal, no longer is the bank a hallowed hall to be entered silently. Now the banker is a jolly good fellow and advisor to all, the bank a light, pleasant open place which is fun to drop into."

**Test Survey** ■ In addition to the formal presentation, TvB disclosed results of a survey conducted by Benton & Bowles and TvB for the Savings Bank Assn. of New York using Buffalo as the test market. The bank in the past had used the regional edition of *Saturday Evening Post*, Sunday supplements and daily newspapers, but for test purposes added equal dollars to tv spots adjacent to the *Jack Paar Show* (NBC-TV) and in sponsorship of a local tv news program.

Results: people's ability to recall having seen the advertising was 1½ times greater for tv than for all print combined. Ability to correctly cite two or more differences between savings banks and commercial banks showed tvs superiority to be 2½ to 1 over print. Said TvB; "The instrusive nature of

## But many financial institutions prefer radio

There's still plenty of big money in radio advertising. This was the evident result in a survey made by Cleveland's Union Commerce Bank in conjunction with the annual convention of the Financial Public Relations Assn. held last week in Boston.

Raymond F. Blosser, Union Commercial's director of public relations and advertising, who handled the survey, reported that of the 125 leading U.S. banks (all among the nation's 150 largest) sampled, nearly 80% of those replying (74 of 125) said they use radio advertising.

The theory in surveying leading banks was that large bank users of radio have more advertising resources and dollars than do smaller banks, and presumably should represent the highest skills in the effective use of radio, according to Mr. Blosser. All banks surveyed are FPRA members and all large population centers were included except Union Commercial's home city of Cleveland.

Stations generally (70%) are holding on to "the card," although the survey shows that there was some resultful h a g g l i n g on rates. Only about 10% replied that the rate card was completely ignored.

A further breakdown revealed that 63% advertised on more than half of the stations serving their areas. One-minute spots and sponsorship of news programs generally prevailed as the "best" buy with a solid 81% preferring "straight" commercials as compared to gimmicks, sound effects or jingles.

The rush hours (morning 89%, evening 65%) were far and away the choice time segments. Fm-only advertising found some favor among the advertisers but it generally was considered as something for the future.

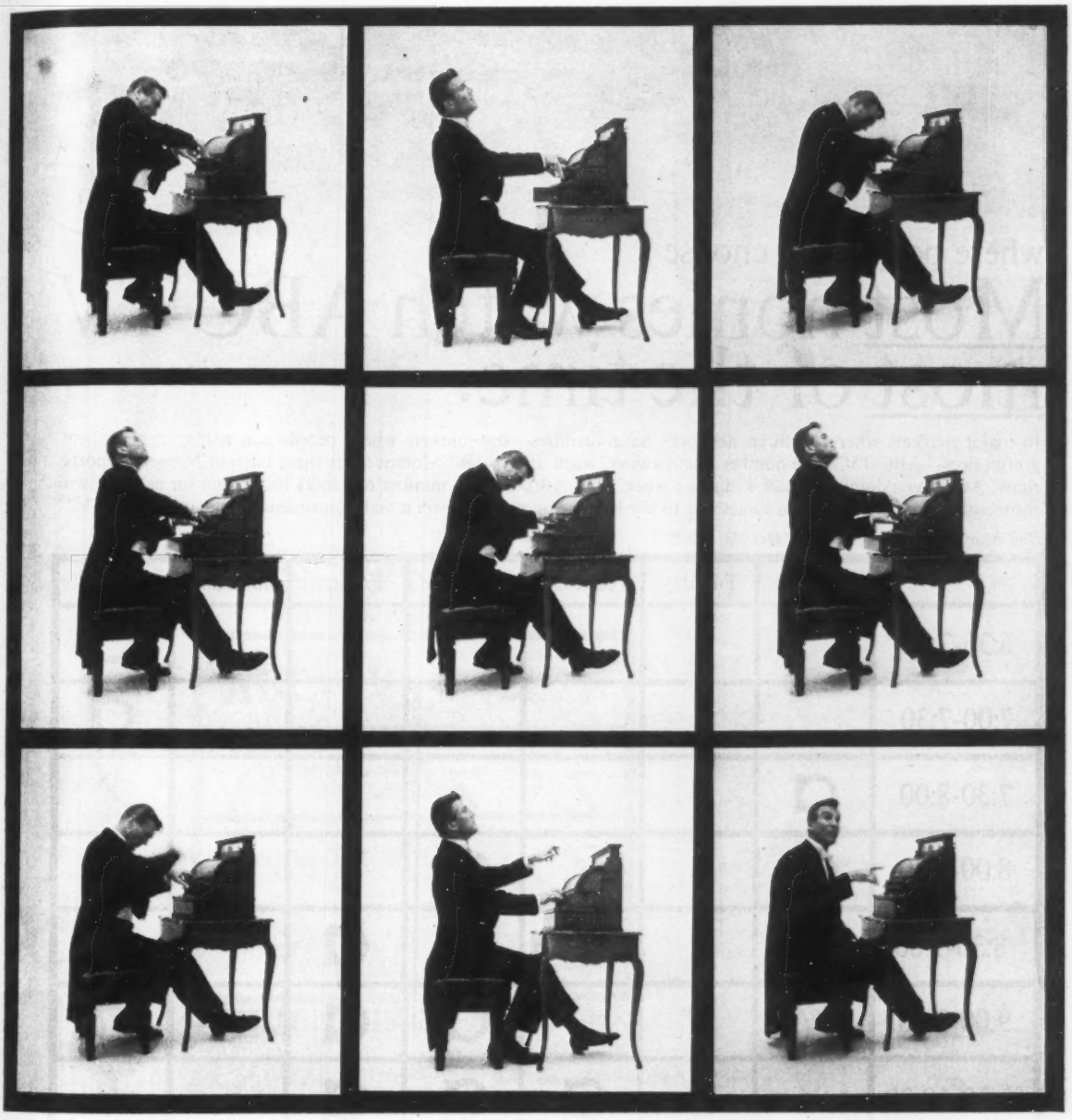
Strongest selling point for radio was in the area of savings, checking and/or installment loans, Least effective was for trust services.

Overall media preference, however, went to newspapers with television second and radio solidly in third. Reasoning: . . . (newspapers) still gives the advertiser the largest audience per dollar.

Biggest problems in radio advertising, according to those polled, were (1) weak station-agency-bank relationships (2) scheduling problems (3) validity of ratings and audience surveys.

Alluding to weak relationships between all concerned, the feeling was that advertisers are not particularly making the best use of radio according to their needs but rather what stations offer in the way of "plans" and "packages." Scheduling (excluding rush hours) still remains a battle of how to effectively reach the female audience; how to reach upper income people on am; radio vs television in prime evening time. Evaluating and comparing results (from other media) is the problem in ratings. How to determine if advertising pays and how to prove it to management.

All in all the banks felt radio is a "very effective medium" but must go to better things to erase its "present transitional headaches."



# Good Music rings up sales* in Southern California over KFAC AM-FM

*46 advertisers now in their 2nd to 21st continuous year

KFAC AM-FM

*The Music Stations for Southern California*
**24-hour simultaneous AM-FM at one low cost**
*Represented by The Bolling Company, Inc.*

PRUDENTIAL SQUARE · LOS ANGELES

where people can choose

# Most homes watch ABC-TV most of the time:

In major markets where all three networks have facilities—the markets where people can really express their preferences—ABC-TV is the number one network, week after week! Moreover, as these current Nielsen Reports show, ABC has a dominant lead 4 nights a week. And ABC-TV was number one in 21 half hours for each of two consecutive weeks. If you have something to say in these markets, doesn't it make more sense to say it on ABC-TV?

*Half hour wins, two weeks ending Oct. 23, 1960**

| | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|---|
| 6:30-7:00 | | | | | | | a |
| 7:00-7:30 | | | | | | | a |
| 7:30-8:00 | a | ? | Z | Z | Y | Y | ? |
| 8:00-8:30 | a | ? | Z | a | Y | ? | a |
| 8:30-9:00 | a | ? | Z | a | a | ? | a |
| 9:00-9:30 | Y | ? | ? | a | a | ? | a |
| 9:30-10:00 | Y | Y | a | a | a | Y | ? |
| 10:00-10:30 | a | Y | Y | a | a | Y | Y |
| 10:30-11:00 | a | Y | Y | ? | a | Y | Y |

**Source: Nielsen 24-Market TV Reports, Week ending Oct. 16, 1960 & Week ending Oct. 23, 1960; 7:30-11:00 P.M. Mon.-Sat., 6:30-11:00 P.M. Sun.*

*Note: ? indicates 1/2 hrs. where no network led both weeks. First place ratings for time periods of Great Debates were credited to networks winning in similar periods for previous or following week.*

Summary of 1/2 hr. wins
for two consecutive weeks.

| ABC-TV | 21 |
|---|---|
| Net Y | 15 |
| Net Z | 4 |
| ? | 11 |

ABC TELEVISION NETWORK

television took the association's story to people who were not interested, who would not read, but who should know."

Bank of America, TvB explained, had figures developed for it which disclosed 144 people were reached in 12 markets for each dollar spent in newspapers but 513 people were reached for each dollar allocated to tv. The basis was the delivered audience of an actual newspaper campaign as against a tv spot campaign.

Still another example: Onondaga County Savings Bank of Syracuse, N.Y., which was the largest financial advertiser in terms of amount of time on the air in the first quarter of 1960. A study at Syracuse U. found 91% of families in the area recalled seeing or hearing some bank advertising. Of this amount, 40% associated this with tv, 23% with radio and 14% with newspapers.

## MRA: 'We're unhappy, but we pay for ads anyway'

Moral Re-Armament, worldwide organization promoting democratic ideology and opposing communism, has discriminated against radio in Jamestown, N. Y., by asking free time while paying for newspaper space, according to a complaint made to the organization by Simon Goldman, WJTN Jamestown.

In a letter to William J. Edwards, WKNX-TV Saginaw, Mich., volunteer MRA worker, he said MRA paid perhaps $300 for an ad in the *Jamestown Post Journal* but asked free time from WJTN. Paying tribute to MRA's high ideals (BROADCASTING, Sept. 12), Mr. Goldman said MRA "should practice their ideals in their dealings with means of mass communication."

Replying to Mr. Goldman, Garrett R. Stearly, director of the MRA Mackinac Island (Mich.) training center, said the work is supported entirely by voluntary contributions. He said about 25% of newspapers have given MRA free space, 50% have cut their rates substantially, "and a few have been adament." He added, "We have been especially grateful to the radio and tv stations who have almost without exception cooperated through their public service programs in this drive to wake America . . . We are not at all happy to pay newspapers for space."

Mr. Stearly said the question had been discussed by Michigan Assn. of Broadcasters. He offered this solution: "It strikes me the best thing for us to do is to lay our cards down frankly so that you all know what our aims are; then perhaps together we can work out the right procedures and instill into our newspapers, at least the self-centered ones, the necessary insight and patriotism."

Replying to Mr. Stearly, Mr. Goldman said MRA can't get away from the fact it's paying money to buy newspaper while radio and tv give up "their more valuable service at no cost." He said he can prove "that the coverage by radio and tv is far more important for this type of project than any advertising in any newspaper in the United States."

## Tv campaign for toys to use kids' movies

An advertising campaign, tied in directly with children's tv fare, is being launched later this month by General Toy Co., New York, on behalf of its Remco Industries (boys' toys) and American Doll & Toy Co. (dolls). It includes full sponsorship of three feature films with children's appeal in the 27 top markets of the country. The cost of this effort, designed to stimulate Christmas trade, is estimated at $500,000.

Bernard Shiff, tv director of Webb Assoc., agency for the client, explained that the sponsor will merchandise and promote these well-known pre-1948 Paramount features as spectaculars under the title of "Children's Film Classics." The project involves the purchase of late afternoon time periods on Saturday and Sunday for a single presentation of each film in each market. The kick-off, Mr. Shiff said, will be on WCBS-TV New York on Nov. 19 (4-5:30 P.M.) with the feature, "Tom Sawyer," followed on that station on Nov. 26 by "Huckleberry Finn" and on Dec. 10 by "Alice in Wonderland." In other markets this pattern will be approximated, but "Hansel and Gretel" will be used as a substitute if the other features are not available.

This special campaign will supplement a $1.2 million spot tv campaign in top 50 markets of the country, started by Remco and American Doll & Toy in mid-September and continuing through the end of the year. In addition the advertiser is spending about $400,000 for segments on CBS-TV's *Captain Kangaroo* and NBC-TV's *Shari Lewis Show* for a 13-week campaign that ends in late December.

### Ruppert shifts agencies

The Jacob Ruppert Co., New York, will transfer its account from Norman, Craig & Kummel, New York, to Warwick & Legler, New York, on Jan. 1, 1961. The account bills about $3 million and is active in spot radio and television. The account had been at Warwick & Legler in 1956, shifted to Compton Adv., New York, in 1957 and subsequently to NC&K last January.

## Is advertising losing its believeability?

The public is losing confidence in advertising because of the fantastic claims and lack of a fresh approach, according to Wendell D. Moore, director of advertising and sales promotion for the Dodge Division of Chrysler Corp.

Addressing the Washington Ad Club, Mr. Moore said a national sampling of 5,000 persons showed 56% do not believe cigarette advertising, 52% do not believe toothpaste claims, 49% do not believe what they read about headache remedies and 28% do not believe automotive advertising.

Sales promotion should be based on economic facts, he said, adding that people are becoming "harder to please and easier to bore" as they are exposed to advertising. He criticized Firestone, Lux and especially auto dealers in their use of "nonsensical superlatives." Mr. Moore called for more integrity and ingenuity in advertising, emphasizing points he brought out in a Sept. 13 address to the Los Angeles Ad Club (BROADCASTING, Sept. 19).

### New production firm opens

Bob Klein and Alan Barman, formerly general manager and chief writer, respectively, for Freberg Ltd., Hollywood, have opened their own creative, production and consulting firm, Klein, Barzman, with offices at 706 N. La Cienega Blvd., Los Angeles. Telephone is Oleander 5-6565. The new firm will specialize in freelance creation of humorous commercial campaigns and all phases of radio and tv live-action and animation production.

## Rep appointments...

- WKMH Detroit: Everett-McKinney Inc., N. Y.
- WBNB-TV St. Thomas, Virgin Islands: Caribbean Networks Inc.
- KSFE Needles, Calif.: Torbet, Allen & Crane.
- KNBS-TV Walla Walla, Wash.: Torbet, Allen & Crane, S.F., for 11 western states; Venard, Rintoul & McConnell for the East Coast; Day-Wellington for Seattle and H. S. Jacobson for Portland, Ore.
- KUPD Phoenix, Ariz.: Torbet, Allen & Crane.
- KANS Kansas City; WCRT Birmingham, Ala., and WGTM Wilson, N. C.: Weed Radio Corp.
- WICD-TV Danville, Ill.: Young Television Corp.
- WSAF Sarasota, Fla.: Spot Time Sales.

# Come now, gentlemen!

## Just which radio station is Number One in San Francisco?

Oddly enough, at least three radio stations claim to be Number One in San Francisco. By "Number One" each means, of course, that it is the most popular station in the city.

Understandably enough, KSFO suggests that it is Number One because the rating services — Pulse, Hooper and Nielsen — insist that KSFO is the most popular station, not only in San Francisco, but in the entire Bay Area.

Agreeably enough, you can get the full details of KSFO's audience dominance in this big 9-county market by simply calling the station or your nearest AM Radio Sales office.

**KSFO**

San Francisco — Oaklan

GWB A Golden West Broadcasters Statio

KMPC Los Angeles KVI Seattle — Tacom

Sources: Pulse, August, 1960; Hooper, June through September, 1960; Nielsen, July-August, 1960.

THE
GRAY TELEVISION
NETWORK

**WALB-TV** Albany, Ga.
**WJHG-TV** Panama City, Fla.

***Provides the Only NBC Programming Between Atlanta and the Gulf***

**DOMINANT SALES POWER FOR**
***Albany-Thomasville-Tallahassee-Panama City and 57 South Georgia and Florida Counties!***

Grade B Population: 928,534
(1960 Census)

TV Homes: 187,270
(ARB, January 1960)

**WALB-TV** *delivers:*

- 92.9% dominance of Albany metro audience (9 AM-Midnight, ARB, March 1960)
- 60.5% dominance of Albany-Thomasville-Tallahassee metro audience (Monday through Friday, 6 AM-6 PM, Nielsen, March 1960)
- 53% dominance of Albany-Thomasville-Tallahassee metro audience (Saturday through Sunday, 6 PM-Midnight, Nielsen, March 1960)
- Albany is one of the 10 best business cities in the nation (Forbes, March 1960)
- Albany is Georgia's fastest growing City

**WJHG-TV**

located in fast growing Panama City on the Florida Miracle Strip

Retail Sales per household average $6,533 —considerably above the top ranked metro area of the United States

Ask today for availabilities and combination rate (One rate card-local and national)

WALB-TV Albany, Georgia | NBC | WJHG-TV Panama City, Florida

**GRAY TELEVISION INC.**

James H. Gray, *President* — Raymond E. Carow, *Director*

Represented Nationally by
**Venard, Rintoul & McConnell, Inc.**
In the South by **James S. Ayers Co.**

**Serving a Billion Dollar Market!**

# GMM&B GETS CAPLES CO.

## Combined agencies expect $35 million billings, Caples will operate as a division of GMM&B

Geyer, Morey, Madden & Ballard Inc., New York, has acquired the advertising business of The Caples Co., a Chicago-based agency, it was announced today (Nov. 7) by Sam M. Ballard, president of GMM&B, and Ralph N. Hartsing, president of Caples. Combined billings are expected to exceed $35 million.

The statement added that while the advertising business of Caples will be incorporated in the GMM&B organization structure, its principal office in Chicago and other offices in Los Angeles, Omaha, New York and Portland, Ore., will function as The Caples Div. of the parent GMM&B agency, with all personnel being retained intact. GMM&B has branch offices in Detroit and Dayton, Ohio.

Key posts in the enlarged agency will be held by B. B. Geyer, Sylvester M. Morey and Ralph Hartsing, all of whom were founders of their respective agencies. Mr. Morey, founder of Morey, Humm & Warwick which was merged with Geyer two years ago, continues as chairman of the board of directors. Mr. Geyer, who established the Geyer agency in 1911 in Dayton, Ohio, remains chairman of the executive committee. Mr. Hartsing, who founded The Caples Co. in 1921 with the late Ralph C. Caples, will be executive vice president in charge of the Caples division in the Chicago office. The New York executive lineup remains unchanged with Richard J. Farricker as executive vice president and Mr. Ballard as president.

**Free of Conflict** ▪ Both agencies serve a diversified list of national, international and regional advertisers. GMM&B has concentrated largely on accounts in the consumer and industrial fields; Caples, while serving many consumer accounts, is particularly strong in transportation and travel. Three of the accounts which came to Caples in the agency's first year—Union Pacific Railroad, Illinois Central Railroad and Seaboard Railway—are still being served.

"It was because of the complete freedom of conflict between our two account lists that we have viewed this consolidation with growing satisfaction since negotiations began last summer," Mr. Hartsing said.

## Also in advertising . . .

**B & B abroad** ▪ Benton & Bowles' international operation has been expanded to Australia, New Zealand and Italy, working affiliations made respectively with Jackson, Wain & Co., Sydney; Goldberg Adv., Wellington, and Itam (Italian American Agency), Milan.

## NETWORK RADIO'S LEADING ADVERTISERS

Based on Four Weeks Ending Sept. 4, 1960

Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

| HOME BROADCASTS | | | | COMMERCIAL MINUTES | | | |
|---|---|---|---|---|---|---|---|
| Rank | Advertiser | No. of b'dcsts | Total home b'dcsts delivered (000) | Rank | Advertiser | No. comm'l mins. aired | Total comm'l min. del'd (000) |
| 1 | Pepsi-Cola | 588 | 186,386 | 1 | Chevrolet-Gen. Motors | 202 | 94,177 |
| 2 | Chevrolet-Gen. Motors | 218 | 109,350 | 2 | Pepsi-Cola | 197 | 72,811 |
| 3 | Midas | 170 | 89,566 | 3 | Midas | 128 | 63,351 |
| 4 | Liggett & Myers | 303 | 88,926 | 4 | Liggett & Myers | 224 | 57,034 |
| 5 | R. J. Reynolds | 269 | 83,378 | 5 | Metropolitan Life Ins. | 105 | 50,481 |
| 6 | Metropolitan Life Ins. | 125 | 62,911 | 6 | Seven-Up | 182 | 49,496 |
| 7 | Ex-Lax | 136 | 46,938 | 7 | R. J. Reynolds | 168 | 46,910 |
| 8 | Kellogg | 80 | 44,514 | 8 | Sylvania Electric | 66 | 29,099 |
| 9 | Frito | 155 | 38,574 | 9 | Oldsmobile-Gen. Motors | 63 | 28,676 |
| 10 | General Foods | 84 | 37,296 | 10 | Ex-Lax | 79 | 27,808 |
| 11 | Grove Div.-Bristol-Myers | 85 | 35,705 | 11 | Time Inc. | 71 | 27,599 |
| 12 | Time, Inc. | 81 | 35,462 | 12 | Kellogg | 56 | 26,399 |
| 13 | Hudson Vitamin Products | 146 | 35,456 | 13 | Hudson Vitamin Products | 113 | 25,743 |
| 14 | Seven-Up | 68 | 34,368 | 14 | Sterling Drug | 68 | 25,622 |
| 15 | A. E. Staley, Mfg. | 44 | 33,629 | 15 | Grove Div.-Bristol-Myers | 64 | 25,575 |
| 16 | American Tel. & Tel. | 165 | 32,783 | 16 | A. E. Staley Mfg Co. | 34 | 24,780 |
| 17 | Automotive-Amer. Motors | 82 | 26,416 | 17 | General Foods | 54 | 24,744 |
| 18 | Nylonet Corp. | 87 | 26,160 | 18 | Bristol Myers | 32 | 21,359 |
| 19 | General Mills | 78 | 25,473 | 19 | Nylonet Corp. | 68 | 21,302 |
| 20 | Bristol Myers | 32 | 22,201 | 20 | General Mills | 63 | 19,590 |

# 4
# food chains MUST be right about WDAY-TV!

Every important food chain in Fargo uses *big time* on WDAY-TV — on a year-'round basis!

This does more than confirm the judgment of the large *national* advertisers who use WDAY-TV. Because these big *local* advertisers don't have to depend on ratings, coverage maps or other printed material that may or may not tell the whole story of any station's effectiveness. These local advertisers *know* their market and its preferences. They just simply *can't* be wrong.

PGW has all the facts. Ask your Colonel!

**WDAY-TV**

**FARGO, N. D. • CHANNEL 6**

**Affiliated with NBC**

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV

•

Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV

•

Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV

•

Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

# Columbia's tv capsules subtly sell sound

A national tv format is taking shape and it's hard to define. Interestingly, it is a firm that sells recorded sound that is doing new things with the tv picture. Is Columbia Records *Playback* a commercial or a program? Perhaps a hybrid? The five-minute breed does not fit easily into the old television molds. Perhaps, as some producers say of *Person to Person,* it is one of those innovations representing a "pure television form."

*Playback* runs seven nights a week in New York (they change the taped "record" once a week), three in Los Angeles and will start after the first of the year in Chicago. It is a spontaneous exchange between the president of Columbia Records, Goddard Lieberson, and his album artists, drawn from the whole stable, Igor Stravinsky to Johnny Cash. Sometimes they don't even bother to play or sing, just talk. The only semblance of a script is a short albums commercial read by an announcer at the end of the show. This takes 20 to 30 seconds.

Columbia Records thinks of *Playback* as a show. Apparently, so do viewers in New York and Los Angeles who write to say it's too short. Columbia doesn't keep a count of letters but does hear regularly from viewers and is delighted with this complaint, the only one.

When the disc company went to stations for a rate there was a bit of consternation. The ordinary rate card doesn't make much allowance for five-minute orders. Columbia and agency Wunderman, Ricotta & Kline, New York, found and negotiated the spot they wanted on WNTA-TV New York, following the two-hour *Play of the Week* at 10:30 p.m. Monday-Friday. Weekends they try for a different audience at 6:55 p.m. Saturday and 4:55 Sunday afternoon. The coast outlet for *Playback* is KCOP (TV) Los Angeles, where it runs Thursdays and Fridays at 9:55 p.m., Saturdays at 10:25.

**What to charge** ▪ *Playback* is a special case and can't be shoehorned into the standard rate card concepts of announcement rates vs. program rates, WNTA-TV says. Nobody wants to say what it costs but Deborah Ishlon, Columbia's creative services vice president (she handles advertising, sales promotion, design and packaging, literary and information services), admits that tv represents an important part of her company's budget. Columbia packages *Playback* itself through CBS Television Production Sales, which tapes the show on both coasts, wherever President Lieberson and the artists happen to be.

On the commercial vs. program question, Mr. Lieberson says, "it's a mistake to think of our program as a commercial. It's a five-minute show which has a little commercial at the end. Now, if it turns out to be a five-minute commercial, so much the better, and we'll have to admit that that's subtle." Columbia's president regards his show as advertising, advertising of "a very high calibre" which practices "soft sell to the point of being gelatinous."

Columbia uses some orthodox national spot announcements on am and tv (the company is thinking about fm too) but *Playback* is a chance to add sound and movement to a special "personality" ad series that heretofore has been confined to print. These advertisements introduce the artists and tell something about them. To do this on tv, you need five minutes, Miss Ishlon thinks.

**But Does It Sell Records** ▪ It's hard to pinpoint sales impetus, Miss Ishlon says, but sales people and distributors are enthusiastic in the

# TEXACO'S NEW RADIO CONCEPT SET

## Special network of 108 stations to carry Met Operacasts

With some of the leading affiliates of all four traditional networks participating, Texaco Inc.'s new radio-network concept—a 108-station lineup specially put together to carry the New York Metropolitan Opera broadcasts this winter—emerged last week and was pronounced ready to go.

There were indications that it was not only ready to go, but ready to expand. Other advertisers were reported to have shown interest in buying time on the same lineup, and one, it was learned, already has done so. Although the purchase has not been announced, Stromberg-Carlson Co. was reported unofficially to have signed to sponsor a newscast on the same lineup, live, immediately following the opera broadcasts each Saturday.

The opera series, sponsored by Texaco on CBS Radio for the past two years and on ABC Radio for 18 before that, will be carried live on the special lineup each Saturday from Dec. 3 through April 15, starting at 2 p.m. EST. The 20 programs will average about three and a half hours each.

Although no figures were released, the total cost to Texaco—for station time, lines, rights to the opera performances, talent and other personnel payments and all other expenses—was expected to come to about $1 million, or "just a little more" than Texaco had been paying CBS Radio.

**95% Coverage** ▪ Creation of the special lineup was attributed to failure of many CBS Radio stations to clear for live broadcasts of the opera. After Texaco's plans to build its own "network" were disclosed last spring (BROADCASTING, June 6), CBS Radio said it had offered live clearance on 144 stations representing 81.5 % coverage of the U.S. Spokesmen for Texaco reported last week that the 108 stations in the special lineup reach 95% of U.S. radio homes.

A breakdown of the Texaco station list shows CBS Radio affiliates predominate by better than 2 to 1 over those of the three other networks combined. The list consists of 47 CBS Radio outlets, (including one o&o, KMOX St. Louis), 18 NBC Stations, 17 ABC, 2 Mutual and 24 non-network stations. In its recent modifications of weekend programming CBS Radio explicitly revised its requirements to accommodate stations carrying the opera, baseball or football because "we fully realize the value of these programs to your community and we want to cooperate with you in every way."

G. H. Johnston, New York, a radio program packager who was associated with the Texaco account when Kudner agency had a portion of it, organized the special lineup and will produce the broadcasts. The project was negotiated with representatives of the stations involved and did not clear through the Texaco agency, Cunningham & Walsh. A total of 32 station representation organizations was involved. The Henry I. Christal Co. was generally credited with a key role in the project.

Although Cunningham & Walsh presumably will not receive commission on Texaco's expenditure for the opera lineup, it was understood that the Stromberg-Carlson newscast purchase on the same lineup was handled through D'Arcy Adv. and is commissionable.

Conductor Eugene Ormandy (l) and Columbia Records President Goddard Lieberson record one session of "Playback." This particular segment was shot on location at the Philadelphia Academy of Music.

Composer C. Strouse (c) and his lyricist collaborator Al Adams (r), creators of "Bye Bye Birdie," talk about their work with Columbia Records' president on "Playback."

markets covered by *Playback*. Here Mr. Lieberson adds that a good part of the Columbia dollar is spent in building a picture of Columbia Records and you can't audit this kind of effort.

Columbia has no idea of its audience seven days in New York and three a week in Los Angeles. Originally the company was looking for people with cultural interests, and that's why it chose to follow the *Play of The Week* crowd last April. Actually, Columbia wants any kind of viewer it can get and over the weeks offers a smorgasbord that stands to broaden a lot of tastes. Mr. Lieberson tries to put *Playback* talk on a broad base, offering something "extra-musically interesting."

The credit crawl shows how the tv package fits into the Columbia art picture. Miss Ishlon, whose responsibilities cover design and packaging is producer; Bob Cato is creative director of art and design; Bill Hallahan produces and Tim Kylie directs for CBS Television Production Sales. Stewart Metz announces.

## Business briefly . . .

**Nestle Co.** distributors in Central America will sponsor 52 weekly half-hour programs on the five-station Central American Television Network, starting the first week in December. The first 26 weeks will be programmed with *Panic*, a suspense drama series. Nestle's "Nido" powdered milk and the "Maggi" line of dehydrated soups are among the products to be advertised by Productos Nestle, S.A., Nestle distributors in Guatemala, El Salvador and Costa Rica.

**Shulton Inc.,** N.Y., toiletries, will support its five tv specials between Thanksgiving week and Christmas with heavily increased schedules in all media. A spot radio campaign will run in all major markets for three weeks prior to Christmas, in addition to a heavy concentration of tv spots. *The Shulton Holiday Playhouse*, five dramatic half-hours, will be televised over 85 network-affiliated and independent stations beginning the week of Nov. 20. Agency: The Wesley Assoc., N.Y.

**Philco Corp** and **Owens-Corning Fiberglas**, have purchased Latin American coverage of the U.S. election returns on WRUL New York (international shortwave station). Philco will sponsor 15-minutes each hour in English, Owens-Corning 45 minutes each hour in Spanish. Coverage will begin at 8:45 p.m. EST and continue until all results are in. The Philco business was placed direct, the Owens-Corning business by Foreign Advertising & Service Bureau, New York.

**Parfums Corday Inc.,** N. Y., importers of Fame, Toujours Moi, Trapeze, Zigane and Jet Perfumes from France, is making its first use of both spot radio and tv in a campaign that runs until Christmas. Advertiser's Fame fragrance is featured in saturation spot schedules in key markets. Agency: Philip J. Lane Adv., N. Y.

## Agency appointments . . .

- Glenbrook Labs, (Div. of Sterling Drugs, N.Y.) to N. W. Ayer & Son, Phila., for unnamed new product. Client has a handful of agencies for a large array of drugs and toilet products.
- Renault Inc. (automobiles) appoints Needham, Louis & Brorby, N.Y., to handle its radio and tv, giving the agency its entire national advertising account. NL&B was named in January 1959 and Kudner inherited the broadcast portion last year. Plans for Renault's 1961 campaign are now being formulated, according to Maurice Bosquet, president of Renault.

## Soft drinks' tv ads reach an all-time high

Soft drink bottlers' tv advertising expenditures in the first six months of 1960 reached a new high of $7,594,301, Television Bureau of Advertising reported last week. Spot tv gross time billings for the period were $6,047,800, according to TvB-Rorabaugh, while network gross time expenditures were $1,546,510, TvB said. Four soft drink companies, with Coca-Cola's gross time billings of $2,202,860 during the January-June period heading the list, accounted for the major portion of tv expenditures in the soft drink category.

Other top spenders were: Pepsi-Cola, $1,563,100; Seven-Up, $934,490, and Canada Dry Corp., $930,380. TvB noted that television is the leading advertising medium for soft drink bottlers.

# Politicians come down home stretch

## CANDIDATES WILL FIRE THEIR FINAL SALVOS ON TELECASTS TONIGHT

The most-viewed and most-heard presidential campaign in history comes to a close tonight, election eve, with signoff broadcasts by both political parties.

While the broadcast pace speeded last week in line with the general intensity of presidential campaigning, the week passed without what was to have been its star show—a fifth Nixon-Kennedy debate.

As late as Saturday morning, Oct. 29, the networks were confident a fifth debate would be held Oct. 31 with WTOP-TV Washington as the site and CBS as the producer. Networks had top news officials in Washington that morning. Tickets for studio guests had been printed, telephones ordered and other arrangements made. Later in the day, after nearly 48 hours of name-calling and hard feelings, the whole idea was dropped, each party blaming the other for its failure.

The four broadcast debates were credited with a profound influence on the campaign (see analysis of debate impact page 27).

During the post-convention campaigning both radio and tv stations and networks encountered few serious charges of bad faith or failure to provide equal time to candidates.

**San Francisco Story** ■ High spot of the broadcast regulatory scene was the FCC's Nov. 1 telegram to the Democratic state chairman in California. This ruling held that San Francisco stations carrying President Eisenhower's Oct. 20 address were not required to give the party equal time to answer the President's purportedly nonpolitical remarks since he was not a candidate. The ruling then noted stations are required to afford reasonable chance for opposing views to be heard, but this does not mean any particular person has the right to advance these views on the station involved (see story page 48).

The San Francisco case brought a quick request from the Senate election watchdog subcommittee, headed by Sen. Ralph W. Yarborough (D-Tex.). Creekmore Fath, subcommittee majority counsel, wired San Francisco stations involved in the incident as follows, "In view of FCC directive Oct. 31 in re Roger Kent (Democratic) complaint, please advise station action to provide opposing viewpoints on issues discussed by President Eisenhower Oct. 20 over your facilities." (See Fath story page 50).

Thus for the second time in a fortnight the subcommittee stirred station resentment over what was felt to be unwarranted meddling in their business. In mid-October Sen. Yarborough had sent out 5,300 letters directing stations to submit reports of all their election complaints within 24 hours.

At the weekend it appeared the San Francisco stations would take the position the Yarborough watchdog group had no right to demand reports on steps they had taken in the presidential case. One position was based on the premise it's purely a matter between the licensee and the FCC. The Yarborough subcommittee is authorized to review broadcast election performance with a view toward possible legislation.

Two other cases attracted industry attention. WMCA New York drew Republican protests and demands for time and promotion after taking an editorial stand for Sen. Kennedy. The FCC held in the case of a protest against WNTA-TV New York that the station had met its equal-time responsibility (story page 52).

**Last-minute events** ■ In late pre-election drives, the Democratic and Republican parties poured money and a last-ditch effort into timebuys on radio and television. Conspicious were spot campaigns by both the GOP and the Democrats. Paid political telecasts on the networks went off as planned except for some pruning and additions in parts of the schedules. The highlights last week:

■ Republicans, through Campaign Assoc., New York, accelerated spot, placing time on more than 400 stations. Telecasts included minutes and 20-second spots. In New York State both tv and radio buying increased. All availabilities on Negro-oriented WLIB New York were purchased late last week, and were to continue through until this evening.

Democrats filled the tv air with network programs, five-minute shorties tagged on the end of clipped programs and spots carried on more than 200 tv stations (BROADCASTING, Oct. 31).

■ Networks continued to expedite paid political time while making revisions for telecasts which the parties dropped or reduced in length. Late in the week it was apparent the political dollar volume on network tv in election year 1960 would be only slightly less than in election year 1956. Chief reasons it didn't double, triple or quadruple were two: (1) Exposure of the two standard bearers and their running mates on all three tv networks at no charge (including the "Great Debates") and (2) less money at the disposal of the two parties.

■ A heated fall-out developed between CBS-TV and the Republican National Committee (via Campaign Assoc.) over a GOP request that time be cut back on one program tonight (Nov. 7, 10-11 p.m.). The hour ordered by the Republicans last April and confirmed in August suddenly became a half-hour, the GOP stating it would program 10:30-11 p.m. only. CBS-TV officials retorted the time was sold to the Republicans and the network expected to be paid in full 48 hours in advance of program time (advance payment is standard procedure).

Republicans also cut back an election eve hour on ABC-TV where it had ordered 11 p.m. through midnight, and instead will sponsor a 11-11:30 p.m. telecast. Democrats cancelled a half-hour Sunday night (Nov. 6), and *This Is Your Life* was reinstated in its 10:30-11 p.m. period.

Actual political spending totals were hard to come by but it was possible to make rough estimates. NBC-TV reportedly could add up its political time sold to some $900,000 including regional telecasts, CBS-TV had about $1.1 million while ABC-TV had $350,000.

These compared with '56 as follows: NBC-TV had a little over $1 million,

### One foot in heaven

Sen. John F. Kennedy, Democratic candidate for the presidency, has gone the congressional reformers one step better.

He would bar the member of any regulatory agency from having *ex parte* contacts not only with interested parties, but with congressmen or the White House.

Sen. Kennedy made these remarks during a political tour of Ohio. Speaking to students at Wittenberg College, Springfield, Ohio, the Democratic candidate set out eight principles of ethical conduct. He also pledged to reform and streamline the regulatory agencies.

Sen. Kennedy did not name any of the agencies or any of the cases which have involved prominent government officials.

# PROGRAMATIC® eliminates these hazards for ~~74~~ 18 Broadcasters

**SCRIPTS?**
*Hard to write—easy to lose*

**LIVE COMMERCIALS?**
*Fluffed any lately?*

**LPs?**
*Grooves skip—pickups bang*

**ETs?**
*Hard to handle —easy to scratch*

**SWITCHES?**
*Sometimes it's the wrong one*

**FADERS?**
*Too fast? Too soon?*

**V.U.?**
*Gotta watch it all the time*

**TURNTABLES?**
*Rumble—fumble—bumble*

**MICROPHONES?**
*Adjust—adjust—adjust*

***PROGRAMATIC takes these headaches out—puts the profits in***

*How*

# Programatic's

## *"sound of success" can work for you!*

*O-Vation* MUSIC

- **Programatic** is practical automation come to radio.
- **Programatic** gives you superior adult music programming.
- **Programatic** is available—exclusively—one station per market.

**See it! Hear it! Profit from it! Programatic will be at all the NAB Regional Meetings.**

PROGRAMATIC BROADCASTING SERVICE, DEPT. B

229 Park Avenue South, New York 3, N. Y.

I am interested in Programatic, exclusive for my market. Give me the facts—fast.

NAME.....

STATION.....

CITY.....STATE.....

CBS-TV about $1.4 million and ABC-TV some $515,000.

At late week, Democrats were spending at about a ratio of 3 to 2 over Republicans on NBC-TV, but the GOP was spending 2 to 1 over Democrats on CBS-TV, the same on ABC-TV.

**GOP vs. CBS** ■ The full hour in dispute with the GOP at CBS-TV will cost some $150,000 including preemption costs. Republicans initially had planned also to use remotes to pick up Messrs. Nixon, Lodge and President Eisenhower, all in different parts of the country on election eve. Sponsors of *Hennessey,* which would have to be reinstated at the 10-10:30 p.m. period, are General Foods and P. Lorillard. Officials at both the network and the agencies involved appeared certain the advertisers would have no desire to pick up the time since initial funds had been allocated elsewhere. The GOP, however, stood pat in its position by stating it would sponsor only one half-hour.

Radio programs in nine foreign tongues were bought by American Nationalities for Nixon-Lodge, repeating a campaign conducted in 1956. Pan American Broadcasting Co., New York, prepared and placed the programs, aimed at the 5 million voters who speak in a foreign language.

**Starting Time** ■ All three television networks last week had second thoughts on what would be the best time to start election night coverage. As matters stood Nov. 4, ABC-TV will have a half-hour head-start over CBS-TV and NBC-TV, both of which moved up their starting times to 7:30 p.m. As previously announced (BROADCASTING, Oct. 31), ABC-TV and CBS-TV were going to wait until 9 p.m., and NBC-TV had decided on 8:30 p.m. Last week, after CBS-TV switched to an 8:30 start, NBC-TV thought 7:30 would be the proper time, a belief suddenly shared by CBS-TV as well. Then ABC-TV made its big move.

ABC-TV also expected to be first with an electronic prediction of the next President. The network said he will be named by its Remington Rand Univac computer shortly after 6 p.m., on the *John Daly and the News* program. The computer will base its projection on early returns from scattered voting districts.

Sig Mickelson, CBS News president, said by 7:30 p.m. there will be approximately twice as many votes already reported as in the previous presidential election at the same hour; a full 2% of the total vote will be tallied, and by 8:30 p.m. 5% will have been reported, he declared. Because of speeded up reporting and increased capabilities of the IBM 7090 computer, Mr. Mickelson stated, it is anticipated a preliminary forecast of the election can be made on the *Douglas Edwards with the News* program 7:15-7:30 p.m. EST) or earlier, depending on the course of the closeness of the voting. CBS Radio last week assigned CBS news correspondent Blair Clark to be stationed with CBS-TV's Howard K. Smith at the IBM 7090 to report and analyze the voting trend during the radio network's coverage.

John Daly, who heads ABC commentators covering the election, said last week that "it's the votes of the electoral college, not the popular vote, that elects a president. Therefore, our ABC coverage is going to be concentrated on that essential part of the election. We, of course, will be giving the popular vote frequently, too —about every five minutes."

With exactly one week left to sell its final one-twelfth sponsorship of election night coverage, NBC-TV last Tuesday found a buyer in the Remington Rand Electric Shaver Div. of Sperry-Rand Corp., through Young & Rubicam, New York. ABC-TV last week failed to land several expected advertisers for its remaining time.

NBC-TV announced the *Dave Garroway Today Show* will originate in Studio 8-H on the morning of Nov. 9 (7-9 a.m. EST) with a summary of late morning election results from far western states, updating of congressional and gubernatorial races, and final tally of the presidential vote.

# SEC. 315—1960 STYLE

## 'Fairness' is the guideline—not equal time as FCC rules on political broadcast complaints

"Today there is a greater sensitivity to political balance on the part of viewers than ever before."

This observation by an FCC staff official who has reason to know sums up the commission's experience with the 1960 political campaign—the first under two significant revisions of the equal time provisions of Sec. 315 of the Communications Act.

The two changes which are responsible for the new climate, as exemplified in the quote above, were (1) the exemption from Sec. 315's provisions of news, news interview and discussion programs, and (2) the suspension of Sec. 315 as it applied to the presidential and vice presidential nominees of the major parties. Both changes were enacted by the 86th Congress.

Last week the FCC issued two rulings pointing up the new outlook on political campaigns and Sec. 315. Four years ago the bulk of the political complaints involved the question of one candidate appearing and his opponent not receiving the same benefits. Today the problem is one of fairness.

■ The California Democratic State Central Committee was told last week that President Eisenhower's speech Oct. 20 in San Francisco did not require the invocation of Sec. 315 because the President is not a candidate and Sec. 315 applies only to candidates.

As to the question of fairness, the commission said this is up to the individual stations, who are not required to present tit for tat, but may reconcile their responsibilities to present both sides of a public controversy in their own way in the light of their programming as a whole.

**Unanimous** ■ This position was taken by all six FCC commisioners who voted on it Oct. 31. Only Commissioner Rosel H. Hyde was absent. He was in Mexico on official business.

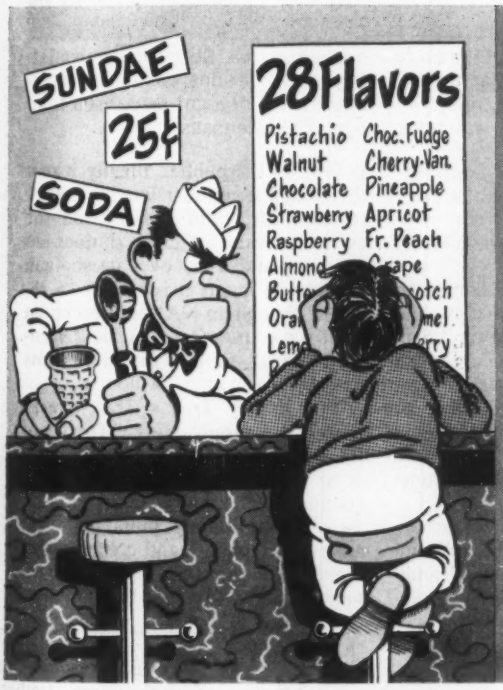
The California complaint was lodged by Roger Kent, state Democratic chairman. He asked that the commission force KRON-TV, KPIX (TV), KGO-AM-TV and KCBS, all San Francisco, to grant the Democratic Party time comparable to that given President Eisenhower in his address to the Commonwealth Club in that city.

The FCC quoted replies from the stations to its letter of inquiry which held generally that coverage of the President's speech was a news coverage in the judgment of the stations and that since the president termed his speech non-political it would be presumptous for the stations to question this.

In discussing the broadcaster's responsibility to present all sides of a controversial issue, the FCC pointed out that "this does not mean that any particular person or persons have the right to advance these viewpoints on the station involved. The question whether other available groups or individuals might be appropriate spokesmen for the particular points of view is a matter for the exercise of reasonable discretion by the station. It is not the commission's policy . . . to direct a station to discuss specific issues or to provide its facilities to specific individuals. . ."

**Fair is Fair** ■ An even more direct answer to a complaint was included in the FCC's answer to George A. Katz, a New York attorney representing James N. Fazio, Democratic candidate for election to the New York assembly. Mr. Katz complained that WNTA-TV New York refused to give Mr. Fazio comparable time on the station used by Mr. Fazio's Republican opponent, Joseph F. Carlino. Last July 17 Mr.

# SOME LIKE PLAIN VANILLA




. . . others like chocolate, strawberry, black walnut . . . in fact, that's the reason for 28 flavors . . . *something to suit every possible taste!*

Good, sound programming comes in many flavors, too. At KSLA-TV the flavors of programming are as many and varied as are the tastes of our 755,000 viewers.

And each flavor . . . *news, variety, public affairs, comedy, drama, action* . . . has all the richness and taste appeal that keeps the viewers coming back for more.

Our advertisers keep coming back, too, for the "double-dip" of KSLA-TV's audience loyalty. Ask your *Harrington, Righter & Parsons* man to scoop up your flavor of availabilities for you today.

We've got 'em all . . . even plain vanilla!

**KSLA TV**

CBS

*channel 12 shreveport, la.*

# How to build your own hot seat in one easy lesson

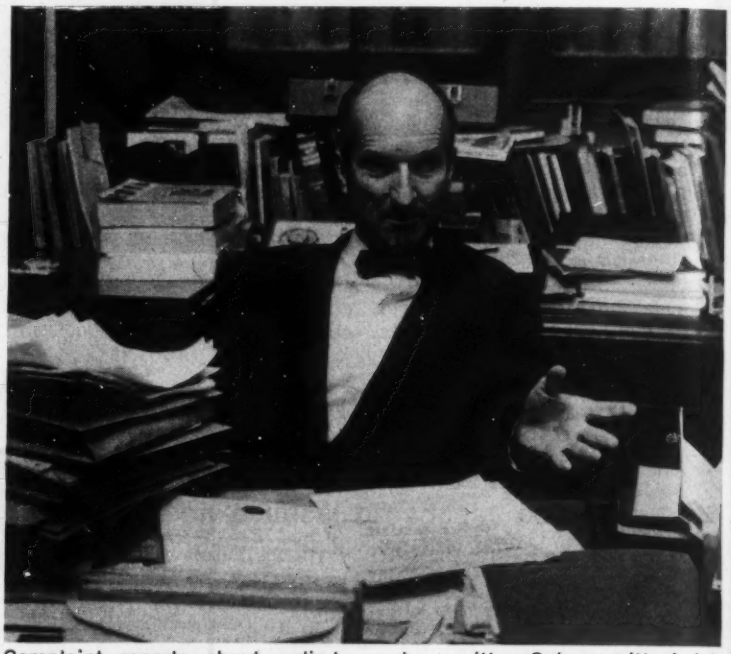
Meet the newest man on a Washington hot seat—Creekmore Fath. He's majority counsel of the Senate watchdog subcommittee, which recently set up an industry tumult by sending out 5,300 letters to radio and tv networks and stations. These letters called for reports within 24 hours of all complaints about the way they are covering the election (BROADCASTING, Oct. 24).

As investigator for Sen. Ralph W. Yarborough (D-Tex.), chairman of the watchdog subcommittee, Mr. Fath is operating in an environment of jangling phones, heaped-up mail and controversy. His job—to find an answer to any legislative problems created by the 1960 national campaign with its suspension of Sec. 315 equal-time provisions.

Over 800 radio and tv stations have already sent in complaints. Mr. Fath at this point must answer a key question, "Just what is a complaint?" Is a request for reply time a complaint? Or must there be a station refusal of time and facilities before an actual complaint arises?

**A Classic** ▪ He considers the San Francisco incident "a classic case." In that city several stations carried a partisan speech by President Eisenhower (see FCC advisory ruling this page) and Mr. Fath contends these stations "must let the other side discuss the issues raised by the president." Several of the stations, however, contend that as a result of the FCC ruling the incident is purely a matter between licensees and the commission. A station-attorney view is that licensees are only required to show a balanced performance record during the campaign.

The man who runs this probing operation is a quiet, baldish attorney from Austin, Tex., where he has his own law firm. He was inveigled into the job by his friend, Sen. Yarborough, after Joe Bailey Humphrey, Dallas lawyer, went back home because Congress allowed only a puny $35,000 for what had been envisioned as a nationwide monitoring project.



Complaint reports about radio-tv election coverage are stacked all around Creekmore Fath, majority counsel of the Senate watchdog subcommittee. Subcommittee's letter to all stations asking for complaints has brought responses from over 800 licensees.

"If you won't take it, I'll have to drop my campaign activities and spend the fall in Washington," Sen. Yarborough told him. The chairman recalled Mr. Fath's seven-year Washington record prior to, during and after World War II when he held down committee, White House and war mobilization-reconversion functions.

Lacking money to monitor broadcast election coverage, the subcommittee last August contacted candidates all over the nation, later appealing to the public. Finally it sent the famed complaint letter to every station. Mr. Fath spearheaded the complaint letter. Though stations are confused and irked over its shotgun aspects, he insists it is merely "a request" though an NAB interpretation (BROADCASTING, Oct. 31), held licensees "must" submit the complaints they receive within 24 hours.

**The Family Tree** ▪ The "Creekmore" is a family tag: "There are Creekmores all over the South."

As the workload mounts—115 stations sent in complaint reports on Nov. 2—he calmly puffs his pipe, answers telephones and contemplates the day he can wind up his assignment and return to his practice.

Carlino appeared over WNTA-TV's *Between The Lines* program, discussing the Democratic convention, FCC noted. One week later, former Democratic New York Gov. Averill Harriman was interviewed on the same program and gave his views of the Republican convention.

This program, the FCC stated is a *bona fide* news program and thus exempt from the provisions of Sec. 315. Not only that, the commission added —the station appeared to have adhered to the usual fairnes doctrine by presenting a Republican to discuss the Democratic convention and a Democrat to discuss the Republican convention.

**Staff Churning** ▪ During the month of October, the last full month before the Nov. 8 election, the FCC has received 129 election "complaints." These have been handled by a staff of six attorneys, several of whom have put in Saturday and Sunday work in the last few weekends. This staff is part of the Renewal & Transfer Division of the Broadcast Bureau and is under the direction of division chief Joseph N. Nelson, and renewal branch chief Edward J. Brown.

Although the number of complaints has not dropped extensively, it was explained (four years ago the same office was handling about the same number), the work has been simpler because of the general understanding that Sec. 315 does not apply to news programs and because of the suspension of Sec. 315 for the presidential candidates.

The communications have, however, indicated a greater knowledge of Sec. 315's provision—inserted in September 1959 when the clause was changed—that the exemptions for news programs did not relieve the stations of their responsibilities to present fairly all sides of a controversial issue.

During the month of October, these

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*Sales Management 1960 Survey of Buying Power

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**SOUTH BEND, INDIANA**
Channel 22

CBS TELEVISION NETWORK

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Ask Paul H. Raymer, National Representative

illustrative cases were processed by this Broadcast Bureau office:

▪ A Mrs. Jay Stoner of Minot, N.D., complained that KXMC-TV there carried Kennedy, Nixon and Johnson on the CBS-originated *Presidential Countdown*, but did not carry the network feed when Mr. Lodge was on the program. In response to the FCC's inquiry on this the station said it planned to carry the Lodge show on a delayed basis.

▪ The New York Republican Committee explained that it had not been granted time to respond to the WMCA New York editorial favoring Sen. Kennedy for President. The station told the FCC that before using the editorial it had wired Vice President Nixon, offering its facilities for anything he wanted to say, but that he had never replied. This offer is still open, the station said. It also pointed to appearances on its programs of such Republicans as Gov. Rockefeller, State Attorney General Louis Lefkowitz, and Assemblyman Joseph F. Carlino.

▪ The Missouri Seventh District Republican Committee charged that a five minute political broadcast in behalf of Democratic congressional candidate Charles H. Brown was not sufficiently identified as a paid political broadcast. The FCC wrote to the station and a more careful identification was made in the continuity. This still did not satisfy the GOP group, because it wrote a second letter of complaint.

▪ The Socialist Labor Party in New York complained that the networks and WNTA-TV New York refused to give it time to present its views on the issues in the current election. The complaint was denied by the FCC because of the lack of specific details of what the Socialists asked for, how they were refused and what viewpoint the group wanted to present.

## 'Equal promotion' sought from WMCA

A new "equal" has been added to the broadcaster's problem in dealing with political candidates—"equal promotion." That demand was made of the Straus Broadcasting group stations (WMCA New York, WBNY Buffalo) after they broadcast an editorial supporting Sen. John F. Kennedy for president, and promoted the editorial through paid newspaper space and on-the-air announcements (BROADCASTING, Oct. 31).

Two Republican groups protested to the FCC about the Straus editorial, demanding equal time to answer it on the air and also demanding that the Straus stations pay for newspaper space (five one-page ads which cost about $20,000 in New York City newspapers) and furnish an equal number of on-air promos (41 on WMCA, 30-

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Good reason for it, of course. Situation comedy is **HOT . . . R-E-D HOT!** And "The People's Choice" is **BOTH** the best **AND** the most recent off-the-network-into-syndication addition to the too-too small list.

***Look into it today, hey.***

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35 on WBNY) to promote the reply. The editorial itself ran 9 minutes, 10 seconds, and was broadcast twice on both WMCA and WBNY.

The complaints and demands came from Chairman Thruston Morton of the Republican National Committee and from L. Judson Morehouse, chairman, and Lyle W. Hornbeck, campaign manager, of the New York Republican State Committee. The FCC wired the Straus stations for an explanation.

R. Peter Straus, president of the stations, told the FCC and the GOP groups that an offer of equal time had been extended to Vice President Nixon and Henry Cabot Lodge before the editorial was aired, and that no reply had been received through Wednesday, Nov. 2. On Thursday, however, a telegram was received from Robert Finch, Mr. Nixon's campaign manager, advising that the schedules of both GOP candidates precluded their accepting the offer personally and requesting that Sen. Jacob Javits of New York be designated to reply on their behalf. Mr. Straus indicated the stations would consider the request, but no decision had been reached late Thursday.

Mr. Straus indicated the demand for equal promotion would not be met, although he said that if Mr. Nixon or Mr. Lodge should personally accept the equal time offer the stations would of course promote their reply.

Mr. Straus also pointed out that Gov. Nelson Rockefeller and Attorney General Louis Lefkowitz of New York appeared on the stations' *Barry Gray Show* for 1 hour, 10 minutes immediately following broadcast of the first editorial, devoting 23 minutes, 3 seconds of that time to comments about the editorial. Two days later the stations presented comments on the editorial by Joseph F. Carlino, Republican speaker of the New York State Assembly.

Although the equal time requirements of Sec. 315 apply only to appearances of the candidates themselves, the FCC's doctrine of fairness in regard to editorializing requires stations to seek out and broadcast opposition viewpoints.

## THE MEDIA

# WHERE DO YOU START FROM?

## That's the big question as network negotiations with AFTRA and SAG are resumed in New York

Network negotiators resume contract talks today (Nov. 7) with the American Federation of Television & Radio Artists and the Screen Actors Guild on national agreements with both sides still "far apart" and the deadline of Nov. 15 rapidly approaching.

A hiatus in talks in the significant area of national agreements was taken last week to permit negotiators to confer on local contracts for their owned and operated facilities, but the direction of national agreements undoubtedly will shape the pattern for local pacts.

AFTRA, which is spearheading the talks, is reported to have relaxed its demands considerably from the "highly excessive" rates it sought in its original proposals (BROADCASTING, Oct. 3 *et. seq.*). But the networks, in true bargaining fashion, offered counterdemands which are said to be less than are contained in the present AFTRA pact but are slightly higher than those in the current SAG agreement with film producers. In other words, the management gambit appears to be to negotiate on the basis of SAG's lower rates.

**A Comparison** ■ A perusal of AFTRA and SAG's present contracts reveals the issue of "where do you start from" can be paramount. The most crucial and disputatious area of talks is in national spot. A comparison of the present AFTRA and SAG contracts shows that the session fee for on-camera performers under AFTRA is $93, while it is $80 under SAG. If a commercial is used in more than 125 markets, the 13-week use fee under AFTRA is $312 currently, while it is $260 under SAG. If a commercial is used in 21-125 markets, the fee is $225 under AFTRA. Under SAG, there is no direct comparison, but if a commercial is used in from 61-125 markets, the use fee for 13 weeks is $220. The SAG rates are obviously lower. Accordingly, the base from which you talk is most significant.

Both SAG and AFTRA, as is customary in these negotiations, are making strike preparations. Both unions have indicated to members that an "impasse" has been reached. SAG last week started to distribute more than 14,000 ballots to members asking for strike authorization. AFTRA has scheduled a meeting in New York on Thursday (Nov. 10) to brief its members on the progress of negotiations and to obtain their guidance on the future course of action, including a strike authorization if necessary.

The networks, which are facing a round of negotiations this winter with other unions, are seeking to hold the line. Representatives of advertising agencies and advertisers, who have been sitting in on the negotiations as observers, are reported to have insisted to management negotiators that costs are spiralling and increases can be modest only.

## Petry pushes local live spots to beat wage hikes

As a consequence of "vastly increased payments" for talent sought by the American Federation of Television & Radio Artists and the Screen Actors Guild for spot tv commercials, (see story this page), Edward Petry & Co., New York, is preparing a major presentation for advertisers and agencies that will dramatize the advantages of live commercials as delivered by local talent.

The presentation will stress that live commercials delivered by local talent will be "considerably lower" in cost than film or taped commercials; will provide flexibility of message to fit changing re-

## Labor negotiators have busy time ahead

The networks, already in strenuous negotiations with the Screen Actors Guild and the American Federation of Television & Radio Artists (see story, this page), are heading for a "busy beaver" season in labor negotiations with four other contracts expiring by Jan. 31, 1961.

The Directors Guild of America last week expressed hope that its negotiating team could start holding discussions with the networks by mid-November to frame a pact to replace one that expires on Dec. 30. Subsequently, pacts with the various technical unions loom—Local 1 of the International Alliance of Theatrical Stage Employes at all networks (covering stagehands); National Assn. of Broadcast Employees at ABC and NBC and the International Brotherhood of Electricians at CBS (covering technicians).

DGA said its negotiating team is in the process of drawing up demands. One demand will be for the same pension provisions for live television and radio directors as now exist in film contracts. A spokesman said that fee increases would be sought but declined to specify a percentage at this time.

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Advertising is a true investment. It must be based on sound judgment. In Columbus, you get maximum returns on your investment when you advertise on the New WCOL!
The New WCOL offers the largest listening audience at lowest cost*. Don't speculate with your dollars. Invest in New WCOL Blue Chip advertising for greatest returns.
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quirements; will command "a longer and stronger sell"; will build strong sponsor identification for the client. The presentation also will detail sponsor success stories by product classifications and geographical areas and outline the use of video tape by local stations.

To expedite this project, Petry has sent wires to all the tv stations it represents, asking them to provide additional data that may strengthen its presentation.

## CBS wins plagarism suit

A verdict in favor of CBS and Frank Cooper Assoc., program packager, was returned by a Los Angeles Superior Court jury Nov. 1 in a $3,750,000 plagarism suit and implied and expressed contract damage suit involving the tv program *The Verdict Is Yours*. Ludwig H. Gerber, attorney; Homer Canfield, producer, and John E. Miller, law researcher, claimed they originated the courtroom format for the show in 1954 and had a verbal contract with the network. They contended CBS started the show three years later.

Mr. Cooper testified the network show was based on the Chicago program *They Stand Accused*, authored by William Wines. Besides kinescopes, CBS introduced testimony to show the courtroom-drama idea went back to 1948. The jury found for the defendants.

## KPDQ surveys its audience

KPDQ Portland, Ore., is tabulating results of a poll of its listeners which it expects will give definitive figures on the average age, income, sex, listening habits, tv viewing habits and church affiliation of its audience.

The survey was conducted by Dr. Robert E. Dodge, marketing director of Portland State College. He selected at random 2,250 names from all listeners who had written the station within the past year. Questionnaires were returned by 977 people or 43%. Since those surveyed were chosen from a group who had expressed interest in radio, the percentage of return was high and the station expects an accurate profile.

## Friendly Frost on exchange

The parent company of WGLI-AM-FM Babylon, N. Y., is now listed on the American Stock Exchange. Friendly Frost Inc., Westbury, N. Y., which operates a chain of 20 appliance and housewares stores under the trade name "Friendly Frost Stores," and of which WGLI Inc. is a wholly-owned subsidiary, also signed an agreement with the Norge Div. of Borg-Warner Corp. as exclusive sales agent for Norge's newly-developed coin-operated dry cleaner units in six Northeastern states. Trading under the ticker symbol FF, Friendly Frost opened on 300 shares at 8¼.

## 116 WGR-AM-TV employes join NABET walkout

WGR-AM-FM-TV Buffalo, N. Y., was struck at 8:30 a.m. Nov. 2 by 116 employes represented by National Assn. of Broadcast Employes & Technicians. The union and management sat Nov. 3 with a federal mediator.

The station management said it had been given three hours' notification that a strike would be called. It announced operations would continue uninterrupted with local and national programs and advertising. Administrative personnel took over staff duties and other Transcontinent stations supplied personnel.

Edward M. Lynch, union representative, said the company insisted on the right to automate without making adequate provision for displaced employes. He said the company was adamant in refusal to offer a shorter work week, (37½ hours) as granted recently by WBEN-AM-TV Buffalo and cited these other complaints—elimination of the Christmas bonus for employes, elimination of cost-of-living provisions of four years' standing and inadequate employment security for seven NABET performing personnel.

Management said the company had offered an immediate increase in salaries now set at $166.95 per week to $175.50 with automatic increase to $182 in 18 months, a total increase of $15; 10% increase to those making under $166.94, 5% now and 5% in 18 months; immediate payment of $150 bonus to all employes; liberalized severance payments; increased medical-surgical benefits, and increased payments to talent.

## Changing hands

**ANNOUNCED** ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ WHTN-TV Huntington-Charleston, W. Va.: Sold by Cowles Broadcasting Co. to Reeves Broadcasting & Development Corp. for approximately $2 million. The Reeves company, headed by Hazard E. Reeves, owns WUSN-TV Charleston, S. C., and KBAK-TV Bakersfield, Calif. Cowles owns KRNT-AM-TV Des Moines. WHTN-TV operates on ch. 13 with 316 kw visual and 200 kw aural. The sale was handled by R. C. Crisler & Co. (BROADCASTING, Oct. 17).

▪ WTAC Flint, Mich.: Sold by Leonard and Philip Chess to group of Philadelphia businessmen for $550,-700. Buyers' group includes Marvin Orleans, builder; Sol Krugman, steel supply; Louis Tose, trucking executive, Gene Milner, WIP Philadelphia disc jockey and sportscaster; Tom Reddy, WRCV Philadelphia disc jockey. WTAC was bought by the Messrs. Chess in 1959 for $278,000. Station

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**Big in total audience – see all surveys**

**Big in total adult audience – see all surveys**

**Big in service to the community – see Central Surveys**

**Big in news – five years of dominance – see all surveys**

**Big in personalities – see Central Surveys**

**Big in believability – see Central Surveys**

**Big in local business – see FCC figures**

**Big in the lives of people in the community–see the people**

**Big in sales impact – see Katz**

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| This fulltime facility in a capital city is now available. Station will support a good two-man team plus payout after $100,000 cash down. | MIDWEST **$350,000** |

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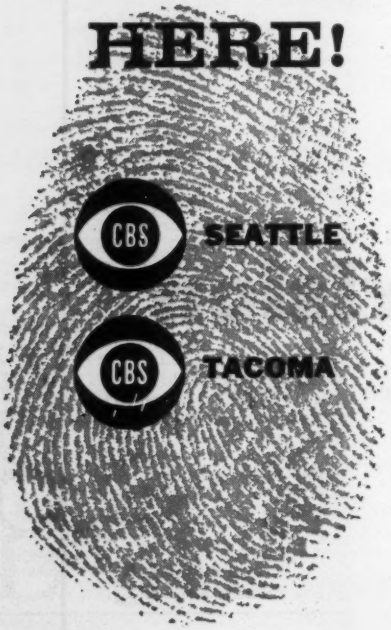


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KTNT TV CBS
CHANNEL 11
CBS Television for Seattle, Tacoma and the Puget Sound Area


is on 600 kc with 1 kw day and 500 w night. Broker was Hamilton-Landis & Assoc.

▪ WRIB Providence, R. I.: Sold by Rhode Island Broadcasting Co. (Frank Rao, president) to Springfield Broadcasting Co. for $225,000. The station will be managed by Arthur Tacker, Springfield Broadcasting vice president who formerly had an interest in WTYM East Longmeadow, Mass. WRIB is a 1 kw daytimer on 1220 kc. Transaction was handled by Edwin Tornberg & Co.

▪ KCHY Cheyenne, Wyo.: Sold by Robert S. Pommer to Y T Corp. for $110,000. Y T Corp., newly organized to acquire small service businesses in West, comprises Otto J. Feucht Jr., president and Carl E. Isaacs, vice president. Mr. Isaacs is former Stanford U. football end and played with Oakland Raiders this season until sidelined with knee injury. Headquarters of KSHY, which began operating in Y T Corp. is Menlo Park, Calif. September 1959, is 1 kw daytimer on 1590 kc. Broker was Paul H. Chapman Co.

**APPROVED** ▪ *The following transfers of station interests were among those approved by the FCC last wek (for other commission activities see* FOR THE RECORD, page 100).

▪ KPAR-TV Sweetwater, Tex.: Leased to Texas Key Broadcasters Inc. by Texas Telecasting Inc. for 10 years with option to buy, for total consideration of $799,440. Texas Key is owned by James M. Isaacs, Texas Telecasting vice president and general manager of KPAR-TV, 48.5%; Albert R. Elam Jr., 50.5%, and Albert R. Elam Sr., 1%. The Elams are in trucking and oil businesses. Texas Telecasting (W. D. Rogers and associates) own KDUB-AM-TV Lubbock, 50% of KVER-AM-TV Clovis, N. Y. and hold lease on KEDY-TV Big Spring, Tex.

▪ WBNX New York, N. Y.: Sold by WBNX Broadcasting Inc. (A. L. Haskell, president) to Richard Eaton for $680,000 plus $60,000 not to compete within 5 miles of New York for three years. Commissioners Robert T. Bartley and John S. Cross dissented. Sale to Mr. Eaton is subject to condition that he dispose of enough broadcast interests to make present grant consistent with commission rules (not more than seven radio stations to be owned by one person). Mr. Eaton operates WMUR-TV Manchester, N. H.; WJMO Cleveland Heights, Ohio; WINX Rockville, Md.; WOOK and WFAM-FM Washington, D. C.; WCUY-FM Cleveland, Ohio, WSID Baltimore, Md. and WANT Richmond, Va.

▪ KROY Sacramento, Calif.: Sold by John T. Carey Inc. to Sacramento Broadcasters Inc. for 427,500 plus agreement not to compete for five

years. Lincoln Dellar, president of Sacramento Broadcasters, has interests in KLYD-AM-FM-TV Bakersfield and KACY Port Hueneme, both California.

▪ KYSN Colorado Springs, Colo.: Sold by Kenneth E. Palmer, John C. Hunter and Robert Donner Jr. to KYSN Broadcasting Co. for $300,000. KYSN Broadcasting owners comprise Donald Harding, formerly with CBS Chicago; William Firman, eastern sales manager, CBS Radio Network; Robert Meskill, general manager, WKID Urbana, Ill., and Jerry Glynn, vice president, AM Sales Co., Chicago. Same group owns WKID.

▪ KOL-AM-FM Seattle, Wash.: Sold by Mrs. Archie Taft Sr. to her son, Archie Taft Jr., for $250,000. Mr. Taft has interests in KBKW Aberdeen and KLYK Spokane, both Washington. Mrs. Taft retains 20% interest.

▪ WNMP Evanston, Ill.: Sold by estate of the late Angus D. Pfaff to Harry and Otto Semrow for $325,000. Messrs. Semrow manufacture decorative grillwork for household appliances.

▪ WKYN Rio Piedras, P. R.: Sold by Julio M. Ortiz and Clement L. Littauer to Supreme Broadcasting Co. of Puerto Rico for $220,000 plus agreement not to compete for 10 years. Supreme Broadcasting owns WJMR-AM-FM and is 40% owner of WVUE (TV) New Orleans plus 28% of WORA-TV Mayaguez, P. R.

▪ KBLR-TV Goodland, Kan.: Sold by Max Jones, trustee in bankruptcy, to Standard Electronics Corp., equipment manufacturer, for remaining unpaid equipment debt amounting to about $200,000 plus $275 monthly for lease of transmitter building. Standard is subsidiary of Dynamic Corp. of America, which also is parent company for Radio Electronics Lab.

▪ WARK-AM-FM Hagerstown, Md.: Sold by Richard Eaton to group headed by Henry Rau for $200,000 plus $67,000 not to compete within 25 miles of Hagerstown. Mr. Rau and his associates own WOL Washington, D. C.; WNAV Annapolis, Md., and WDOV Dover, Del. Commissioners Robert T. Bartley and John S. Cross dissented.

▪ WTID Newport News, Va.: Sold by Richard Eaton to Twelve Seventy Inc. (Max Reznick, president) for $130,000. WTID was formerly assigned call letters WYOU. Commissioners Robert T. Bartley and John S. Cross dissented.

▪ WBAX Wilkes-Barre, Pa.: Sold by Anna Stenger to group headed by Paul H. Phillips, president of P.A.L. Broadcasters Inc., for $145,000. Sale was conditioned by commission that P.A.L .executive Ernest G. C. Lewis, terminate his present employment with WBRE-AM-FM-TV Wilkes-Barre.

▪ WFAB South Miami, Fla.: Sold by Harold E. King to Richard Eaton for $40,000 plus agreement with Mr. King to pay him $10,000 per year for three years to act as consultant. Commissioners Robert T. Bartley and John S. Cross dissented. Sale subject to conditions listed under WBNX (above).

# CBS Radio reveals details of news format

## 10 MINS. HARD NEWS ON HOUR, PLUS FEATURES

The specifics of the new information features CBS Radio plans to offer starting Nov. 28 were announced last week.

The five-minute broadcasts represent one phase of the network's program realignment which, effective on the same date, will eliminate daytime serials, cut back on other entertainment programming and put greater emphasis on news (BROADCASTING, Aug. 22, et seq).

Featuring CBS News correspondents primarily, the information series will number 19 a week, with six to be presented each day Monday through Friday, seven others on Saturday and six on Sunday. All will be presented daytime, always on the half-hour. They will cover such diverse subjects as offbeat stories from Paris, stories of the marriages of famous people, Washington from a woman's viewpoint, a travel guide, news background, a report on new inventions and ideas, developments in various fields of science and profiles of people in the news.

While these programs deal with feature material, the national and international "hard news" will get greater play through the introduction of 10-minute newscasts on the hour. These will run every hour from 10 a.m. EST through 10-10:10 p.m. EST with one exception: the quarter-hour report currently scheduled at 8 p.m. will continue to be heard nightly and also on weekends (as will the quarter-hour report at 8 a.m. each morning).

CBS Radio also has signed Jerry Coleman, former New York Yankees baseball player, to do *Coleman on Sports* on weekends as replacement for Dave Camerer's *Camerer on Sports*. Mr. Coleman will present five-minute reports 10 times each weekend (four on Saturday, six on Sunday. In addition, the five-minute *It's Sports Time* at 6:55 p.m. EST Monday through Saturday will continue.

The new informational series will be heard on the half-hour from 11:30 a.m. EST through 4:30 p.m. EST Monday through Friday; from 9:30 a.m. through 1:30 p.m. and again at 4:30 and 5:30


# NAB

## FALL CONFERENCES STARTING AGAIN . . .

**NOVEMBER 14-15** (This coming Monday and Tuesday)

**WASHINGTON** —STATLER HOTEL

Ray V. Hamilton and John D. Stebbins of the Washington office will be registered at the Statler Hotel and at the NAB Washington, D. C. Fall Conference Meetings.
We look forward to seeing all our old friends.

**NOVEMBER 21-22**

**CHICAGO** —EDGEWATER BEACH HOTEL

Richard A. Shaheen of our Chicago office who handles the Midwest and Ray V. Hamilton, Washington, D. C. office who covers the East will be registered at the Edgewater Beach Hotel in Chicago and at the Chicago NAB Fall Conference.
We will enjoy seeing you at the meetings or at our nearby Chicago office to discuss markets and radio-television facilities.

**SOUTHWEST**

**TEXAS FULLTIMER—$160,000.00**

**This is a 250 watt station in a Texas small market. Application for 1000 watts pending. This is a money-maker, extremely clean operation. Unusually well equipped. Well in the black, gross over $100,000. Price $160,000 some terms.**

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

**WEST**

**Pacific northwestern regional fulltimer, isolated market, price $160,000 less than 1½ times gross. 29% down, long terms, right party.**

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY

**HAMILTON-LANDIS & ASSOC., INC.**
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

p.m. on Saturday, and at 9:30 and 10:30 a.m. and 12:30, 1:30, 4:30 and 5:30 p.m. on Sunday. They will be produced by a special unit under the overall supervision of John W. Kiermaier, director of public affairs for CBS News, with Joel Heller as executive producer. The sports programs as well as the news-on-the-hour reports also will be produced by CBS News.

## Have the N.Y. critics been to Dubuque, too?

Television programming was characterized as "bad to mediocre" and "uninspiring" by a panel of newspaper and magazine television critics last week at a luncheon meeting of the New York Chapter of the Academy of Television Arts & Sciences.

The critics generally condemned entertainment programs but pointed to one "good sign"—the increasing number of public service shows. But the consensus was there should be more of this type of program, and they could be improved by injecting showmanship into such telecasts.

Marie Torre, *New York Herald Tribune,* acknowledged that networks face a problem in attempting to program to a mass audience but this view was challenged by the other panelists. Robert Paul Smith, a magazine writer who contributed to a critical article on tv in *Esquire* recently, summed up the attitude of the panel when he asserted:

"Agencymen seem to turn down programs of quality with an adult appeal by using this argument: 'It wouldn't go over in Dubuque.' Now, how would they know what would go over in Dubuque? They've never been there or met people from Dubuque. If they did go there and to other towns and cities throughout the country, they'd find that these people enjoy serious as well as popular music, high-caliber dramatic shows, the opera and good books. These people would enjoy programs that are not 'mass-oriented,' if television gave them the opportunity."

Other panel members were Bert Burns, *New York World-Telegram and Sun;* Marya Mannes, *The Reporter,* and Kay Gardella, *New York Daily News.*

## Media reports...

**New concept** ▪ Peters, Griffin, Woodward is premiering its latest market concept: selling the area from northern Virginia to the Georgia line as a contiguous marketing territory. The station representative's radio division is using the term "Car-Va" (Carolinas and Virginia) to dramatize the concept to advertisers and agencies. Population, business and station coverage data in the region are compiled in a new PGW sales presentation.

**New and large** ▪ United Spot Sales Inc., with headquarters in New York, announced that the firm's Los Angeles office has been moved to new and larger quarters in the Palmer Bldg., 6352 Hollywood Blvd., Los Angeles 28. Telephone is Hollywood 2-1397.

**Moving** ▪ KFPK(FM) Los Angeles, non-commercial station, is moving to new quarters at 3729 Cahuenga Blvd., North Hollywood, as soon as remodeling is completed.

**Crafty captions** ▪ WERE Cleveland won three top awards in the advertising competition conducted by the Art Directors Club of Cleveland. Prizewinners were three full-page ads the station had run in radio and advertising publications. They were the brainchildren of Len Trostler, WERE's local sales manager and featured archaic steel etchings with inane captions and a sales pitch (with the light touch) for the station. For example: one old cut of Napoleon standing alone on a ship while naval officers across the deck conferred was captioned "He thinks he's Columbus," and went on to say that he hadn't actually discovered WERE but that national advertisers have been using it "since almost 1492." WERE reports it was the only radio station represented in the club's awards.

**Heart winners** ▪ KMOX St. Louis and WOSH-TV Portland, Me., have been designated winners of the 1960 Howard W. Blakeslee awards for outstanding reporting on heart and circulatory diseases. KMOX was chosen for a program on a heart operation of a five-year-old boy and WOSH-TV for a film on progress in heart research and surgery. Winners received $500 each during the awards luncheon of the sponsor, the American Heart Assn., on Oct. 22 in St. Louis.

**Appoints agency** ▪ WINS New York has named The Wesley Assoc., that city, as advertising agency for all media. L. L. Redfield will serve as account executive.

**New office** ▪ KWKW Pasadena-Los Angeles, Spanish language radio station, has opened offices and studios in Hollywood's Pantages Theatre Bldg., 6233 Hollywood Blvd. Telephone is Hollywood 5-6171. KWKW manager Bill Beaton is in charge of the new office.

**It's the fourth** ▪ Spot Time Sales Inc., announced the opening of its fourth office, in Los Angeles. The bureau, with Miss B. J. Hamrick in charge, is located at 1615 Cherokee Ave., Hollywood. Telephone is Hollywood 4-7497.

**New York office** ▪ WMMM Westport, Conn., has opened offices at 510 Madison Ave., New York City with John Newhouse, vice president in charge of sales for the station, in charge.

## PROGRAMMING

# AFM, FILM MAJORS REACH ACCORD

### New 3½ year contract includes provisions on tv films

American Federation of Musicians and the Assn. of Motion Picture Producers after one week of negotiation late Wednesday (Nov. 2) agreed to a new 3½-year contract covering employment of musicians in major motion picture studios. The agreement was to have been ratified by member musicians at a Hollywood meeting last Saturday.

The agreement, which also covers tv films produced by the majors, runs from Nov. 1, 1960 to May 1, 1964. However, no provisions were disclosed regarding post-1948 films sold to tv. In negotiation talks with majors in January 1958, AFM made demands for residuals but they were rejected by the AMPP. A five-month musician strike followed and culminated in Musicians Guild of America being formed and getting briefly AMPP jurisdiction.

Although scale figures in the new agreement were not revealed, it is presumed they will be the same held by MGA when it had jurisdiction at the majors. AFM in a recent jurisdiction battle won back the majors in an NLRB election (BROADCASTING, Sept. 12).

The principal items in the new agreement as announced by Herman D. Kenin, AFM president, and Charles Boren, AMPP executive vice president, are: (1) Any film produced in the U.S. or Canada will be scored in the U.S. or Canada. (2) No "canned music," that is, music not scored by persons covered by the agreement, will be used in tv films on which production started on or after June 1, 1961. Additionally there is a guarantee of a minimum of 18 hours of scoring time for each 13 half-hour episodes of a tv series. (3) Re-use payment of 1% on all theatrical films whose principal production began after Jan. 31, 1960, and which are released to free television, was agreed upon. (4) Rates of pay will be increased by 5% on Oct. 1, 1961, and

# now knocking at your door for all of KNORR

## EVERETT-McKINNEY INC.

NEW YORK • CHICAGO • ATLANTA • BEVERLY HILLS • SAN FRANCISCO • BOSTON

The outstanding service rendered to clients by Everett-McKinney for the four KNORR "out-state" Michigan stations has been extended to the whole Knorr group. The addition of WKMH (Detroit-Dearborn) now makes Everett-McKinney the reps to call for *ALL* of Knorr. Use the Knorr group for BIG SALES RESULTS in the rich Michigan market.

*now also representing*

# WKMH

**DEARBORN • DETROIT**

*in addition to all other KNORR stations*

**WKMF, Flint • WSAM, Saginaw**

**WKHM, Jackson • WELL, Battle Creek**

**KNORR BROADCASTING CORP.** Fred A. Knorr, Presiden

# What they pay for pay-tv in Canada

## AVERAGE FAMILY IS SPENDING ONLY 80 CENTS A WEEK FOR MOVIES

The average family subscribing to the pay tv Telemeter service in Etobicoke, Ont., is spending 80 cents weekly for motion picture feature films.

About two-thirds of the subscribing families use the toll tv service at least once a week—and their average weekly expenditure is $1.22.

These, and other vital statistics of the wired Telemeter operation in the Toronto suburb, are given in a special survey made by the Canadian rating firm of Elliott-Haynes Ltd. for three days last month.

It is believed to be the first survey on the Telemeter operation made public by a non-partisan rating service.

The survey, released exclusively to BROADCASTING last week, was conducted through telephone calls to 286 housewives on Oct. 17, 18 and 19.

It showed that 44.1% of the Telemeter families viewed only one show in the previous week; 19.1%, two shows, and 2.5%, three shows. A substantial 34.3% of the families did not see any of the Telemeter attractions during the week.

This figures to about one family in seven watching a Telemeter program during the average weekday evening, according to Myles Leckie, Elliott-Haynes vice president.

When the Telemeter service was used, Mr. Leckie noted, the average time spent viewing was 2.4 hours per evening.

Families with Telemeter, Mr. Leckie figured, watch regular evening tv programs 18% less than do those without Telemeter.

Only 42 of the 286 families contacted during the survey, it was reported, watched a Telemeter performance "last evening."

**Disney Most Popular** ▪ There were eight motion picture features available to Telemeter families in the previous week. The most popular performance was a double feature—Disney's *Sleeping Beauty* and *Grand Canyon*. This was watched by 20.1% of the 65.7% families which viewed at least one show in the previous week. The movie with the least audience—Edna Ferber's *Ice Palace*—had only 2.4% of this number watching.

The Canadian toll tv operation, sponsored by Famous Players Canadian, was initiated Feb. 26. As of the middle of September it had 5,500 installations. It expects to have 6,000 tv homes hooked up by the middle of this month.

The Elliott-Haynes estimates of the Telemeter box-office were slightly lower than those turned up in a BROADCASTING survey several months ago. At that time Telemeter subscribers checked by BROADCASTING said they had averaged about $2 a week during the early period of Telemeter development last spring and about $1 a week last summer (BROADCASTING, Sept. 19).

Telemeter is a development of Telemeter Inc., a subsidiary of Paramount Pictures Corp. Famous Players Canadian Ltd. is 50% owned by Paramount Pictures.

The 80 cents weekly spent by the average Telemeter family is close to the minimum which will be required in the RKO General Hartford, Conn. over-the-air trial. RKO General President Thomas F. O'Neil told the FCC two weeks ago that there probably would be a weekly 75 cents rental or maintenance charge for Phonevision decoder installations. If no charge is made, he emphasized, it might be necessary to set this amount as the minimum for continued subscription.

The FCC sat *en banc* for five days last month in a hearing on the RKO

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by an additional 7% on Nov. 1, 1962. Same rates will apply to tv film as to theatrical film. (5) Pension contribution of 3% of scale begins immediately into the Musicians Pension Fund. (6) Standard AFM soundtrack regulations are made applicable to all pictures produced since 1958.

Universal International, no longer a member of AMPP, will conduct its own negotiations with AFM.

### Film sales...

*Susie* (ITC): Sold to WBKB-TV Chicago; WPTV (TV) West Palm Beach, Fla., and WMAR-TV Baltimore.

*Case of the Dangerous Robin* (ZIV-UA): Sold to Fels & Co., for WBAL-TV Baltimore, and WXEX-TV, Richmond, Va.; and to WSIL-TV Harrisburg, Ill., and KKTV (TV) Colorado Springs. Now in 181 markets.

*The Latest 62* (Lopert Pictures Corp.): Sold to WTMJ-TV Milwaukee.

*UAA Features* (United Artists Assoc.): Sold to WKRC-TV Cincinnati; WBIR-TV Knoxville; WEAU-TV Eau Claire, Wis.; KCTV (TV) San Angelo, Tex.; KTVO-TV Ottumwa, Iowa; WTAP-TV Parkersburg, W. Va.; KFYR-TV Bismarck, KXMC-TV Minot, both North Dakota; KODE-TV Joplin, Mo.; KGNC-TV Amarillo, Tex.

*Popeye and Warner Bros. cartoons* (United Artists Assoc.): Sold to WNEW-TV New York; WTTG (TV) Washington, D. C.; KTVO-TV Ottumwa, Iowa; WMT-TV Cedar Rapids; KGGM-TV Albuquerque, N. M.; WSBA-TV York and WHP-TV Harrisburg, both Pennsylvania.

*Miami Undercover* (Ziv-UA): Sold to KABC-TV Los Angeles; WLBW-TV Miami; KOA-TV Denver; WLWA (TV) Atlanta; KTSM-TV El Paso; WAVY-TV Portsmouth, Va.; KDIX-TV Dickinson, KMOT (TV) Minot, KUMV-TV Williston, KFYR-TV Bismarck, all North Dakota, and KTVK (TV) Phoenix. Also sold to Household Finance Corp. and Burger Beer for WBNS-TV Columbus, Ohio, and to Texas State Optical Co. for KPRC-TV Houston. Now in 21 markets.

*The Four Just Men* (ITC): Sold to KTVE (TV) Eldorado, Ark.

*New York Confidential* (ITC): Sold to KMSP-TV Minneapolis.

*Stage* (ITC): Sold to Marine-Midland Bank on WBEN-TV Buffalo.

*Your Star Showcase* (ITC): Sold to KTVE (TV) Eldorado, Ark.

*Best of the Post* (ITC): Sold to KPAR-TV Abilene-Sweetwater, Tex.; KOB-TV Albuquerque, N. M.; KCMT (TV) Alexandria, Minn.; WFBG-TV Altoona, Pa.; KFDA-TV Amarillo, Tex.; KTVA (TV) Anchorage, Alaska; WLWA (TV) Atlanta; WNEM-TV Bay City-Saginaw, Mich.; KVOS-TV Bellingham, Wash.; KGHL-TV Billings, Mont.; WNBF-TV Binghamton, N. Y.; KTVB (TV) Boise, Idaho; KCRG-TV Cedar Rapids-Waterloo, Iowa; WCHS-TV Charleston, W. Va.; WGN-TV Chicago; WRBL-TV Columbus, Ga.; WHIO-TV Dayton, Ohio; KTVC (TV) Ensign, Kans.; KVAL-TV Eugene, Ore.; WFIE-TV Evansville, Ind.; KTVF (TV) Fairbanks, Alaska; WDAY-TV Fargo, N. D.; WKJG-TV Fort Wayne, Ind.; KFRE-TV Fresno, Calif.; KFBB-TV Great Falls, Mont.; WISH-TV Indianapolis; WLEX-TV Lexington, Ky.;

General application for a three-year Phonevision trial in Hartford. The grant was opposed by Hartford and Connecticut theatre owners (BROADCASTING, Oct. 31).

**Multiplying 80 Cents** ▪ The Telemeter subscription television system in Toronto's suburb of Etobicoke stands to take in about $250,000 a year if it continues its present operation.

That figure is calculated by multiplying the average weekly spending of Telemeter homes as surveyed by Elliott-Haynes (see main story this page by the total of 6,000 subscribing homes that Telemeter has said would be connected by the middle of this month. Telemeter officials have said that once the 6,000 mark is reached, they intend to taper off expansion.

Whether $250,000 a year is enough to operate the Telemeter wired pay tv system at a profit is not known. Telemeter has never revealed any income or expense figures.

But the rate of 80 cents per television family does take on significance when applied to the current circulation of free tv in the U.S.

If the 46 million U.S. free tv sets were hooked to a subscription system drawing a weekly average of 80 cents per home, the revenue would add up to $1.91 billion per year. Total revenue taken in by all U.S. tv networks and stations in 1959 was $1.16 billion—$750 million less than the pay tv projection.

## The Elliott-Haynes findings in Toronto

**Did you or members of your family watch a telemeter program last evening?**

| | | |
|---|---|---|
| Total completed interviews | 286 | 100% |
| Watched Telemeter program | 42 | 14.6 |
| Did not watch Telemeter program | 244 | 85.4 |

**(If Yes) What show did you watch?**

| | | |
|---|---|---|
| Total watching Telemeter | 42 | 100% |
| "Killers" and "Gidget" | 26 | 61.9 |
| "Ice Palace" | 10 | 23.8 |
| "Let's Make Love" | 2 | 4.8 |
| "Hollywood" | 2 | 4.8 |
| Don't Remember show | 2 | 4.8 |

**During what time periods did you watch Telemeter programs?**

| | | |
|---|---|---|
| Total watching Telemeter | 42 | 100% |
| 7-7:30 p.m. | 24 | 57.1 |
| 7:30-8 p.m. | 29 | 69.0 |
| 8-8:30 p.m. | 32 | 76.2 |
| 8:30-9 p.m. | 35 | 83.3 |
| 9-9:30 p.m. | 34 | 81.0 |
| 9:30-10 p.m. | 32 | 76.2 |
| 10-10:30 p.m. | 11 | 26.2 |
| 10:30-11 p.m. | 2 | 4.8 |
| After 11 p.m. | 1 | 2.4 |

In these 42 viewing homes, a total of 101 hours of Telemeter viewing was recorded (2.4 hours per family). Compared to the average family's television viewing of 2 hours between 7 p.m. and 11 p.m., this would indicate that in these homes the Telemeter programs were watched over longer periods than is the customary viewing of regular television programs. Based on the total 286 homes, however, these 101 hours represent about 22 minutes per home on the average. This means that regular television programs between 7 p.m. and 11 p.m. are likely viewed 18% less in Telemeter homes than they are in homes not equipped with Telemeter.

**During the past week, the following programs were on Telemeter . . . which ones did you or members of your family watch?**

| | | |
|---|---|---|
| Total respondents | 204 | 100% |
| No shows | 70 | 34.3 |
| One show | 90 | 44.1 |
| Two shows | 39 | 19.1 |
| Three shows | 5 | 2.5 |

**Which shows did you or your family previously watch?**

| | | |
|---|---|---|
| Total respondents | 204 | 100% |
| "Sleeping Beauty" & "Grand Canyon" | 41 | 20.1 |
| "Oscar Wilde" | 34 | 16.7 |
| "Hollywood" | 29 | 14.2 |
| "Let's Make Love" | 22 | 10.8 |
| "Killers" and "Gidget" | 21 | 10.3 |
| "Les Girls" | 16 | 7.8 |
| "Daddy Long Legs" & "Carmen Jones" | 15 | 7.4 |
| "Ice Palace" | 5 | 2.4 |
| Total shows seen | 183 | 89.7 |

**Money spent on Telemeter shows**

| | |
|---|---|
| Total respondents (families) | 204 |
| Total shows seen | 183 |
| Total dollars spent | $163.50 |
| Average weekly expenditure (all families) | $ .80 |
| Average weekly expenditure (viewing families) | $ 1.22 |

KTVH (TV) Little Rock, Ark.; WAVE-TV Louisville; WALA-TV Mobile; WLAC-TV Nashville, Tenn.; WWL-TV New Orleans; WROC-TV Rochester, N. Y.; KSL-TV Salt Lake City; KYTV (TV) Springfield, Mo., and WPTV (TV) Tampa, Fla.

*Festival Package* (Flamingo Films): Sold to WTAE (TV) Pittsburgh and WCAX-TV Burlington, Vt.

*Post '48 Features* (NTA): Sold to WFAA-TV Dallas; WKBW-TV Buffalo; WISH-TV Indianapolis; WFLA-TV Tampa; WAPI-TV Birmingham, Ala.; WTPA (TV) Harrisburg; KROD-TV El Paso; WLWT (TV) Cincinnati, and WATE-TV Knoxville, Tenn. Also KFYR-TV Bismarck, N. D.; KBOI-TV Boise, Idaho; KSYD-TV Wichita Falls, Tex.; KHVH-TV Honolulu; KENI-TV Anchorage; KFAR-TV Fairbanks; KUTV (TV) Salt Lake City, and WSPA-TV Spartanburg, S. C.

*Jeff's Collie* (ITC): WFBC-TV Greenville, S. C.; WXYZ-TV Detroit; WALA-TV Mobile; KTSM-TV El Paso, Tex., for Paul's Pet Shop; WRC-TV Washington, D. C.; WAGM-TV Presque Isle, Me.; KMTV (TV) Omaha, and KTVE (TV) Eldorado, Ark.

*Cannonball* (ITC): Renewed by WCPO-TV Cincinnati; KMSP-TV Minneapolis; KBLR-TV Goodland, Kan., for Consumer's Co-ops, and WAGM-TV Presque Isle, Me. Film was sold to KTVE (TV) Eldorado, Ark.

*Interpol Calling* (ITC): sold to WAGA-TV Atlanta and General Electric in Louisville.

*100 Encyclopedia Britannica Films* (Fremantle International, N. Y.): Sold to the Japanese Government network, NHK.

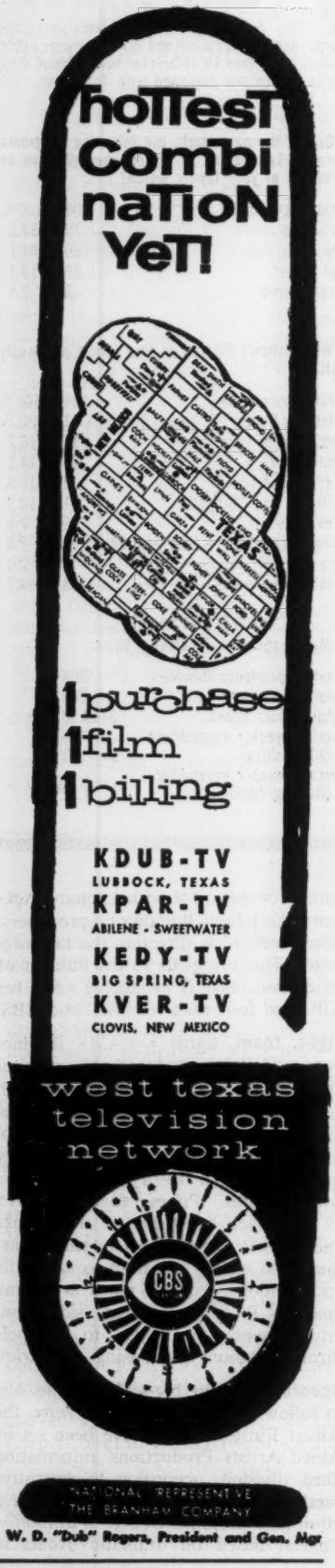
*Brave Stallion* (ITC): Sold to Drake Bakeries for WPIX (TV) New York; WBZ-TV Boston, and WPRO-TV Providence, and to KYTV (TV) Springfield, Mo.

## Program notes . . .

**Antidote to 'Untouchables'?** ▪ *The Corrupters,* a new hour-long series based on actual crimes of this decade, is now under production at Four Star Films, Hollywood. The series is being filmed for ABC-TV with Leonard Ackerman and John Burrows co-producers. Don Medford is directing the first segment. This brings to 13 the number of series Four Star is producing—five for ABC and four each for NBC and CBS.

**Fight, team, fight!** ▪ PAMS Productions, Dallas, producer of musical jingles, now offers individualized high school and college fight themes. The theme is tailored to include school colors, slogans, mascot, etc., of any specified school in a radio station's coverage area. Prices range from $75 to $250 each, according to station size and market coverage. The plan is arranged to enable a station to salute its area schools. Further plans are being made by PAMS to make musical band arrangements available to schools through stations purchasing the series.

**Specials** ▪ Two big-scale tv specials, to follow *He Reached For Eternity,* the Albert Einstein story, have been set by Allied Artists Productions' information films division, according to executive producer Jack L. Copeland. One is a 90-minute program *George Washington Carver,* based on dramatic events in





the life of the American Negro educator-scientist, with Sidney Poitier in negotiations for the title role. The other 90-minute special has working title of *The Day the Sky Fell* and revolves around the Chicago utilities tycoon Samuel Insull and the fall of his empire in the 1929 stock market crash.

**New Young vehicle** ▪ After seven successful seasons of *Father Knows Best*, a new tv comedy role for Robert Young is in development for presentation on CBS-TV in 1961-62. Mr. Young will star in a half-hour weekly series to be produced by team of Robert Young and Eugene Rodney, who together produced the *Father* series, according to terms of agreement with CBS-TV. Roswell B. Rogers, principal writer of *Father Knows Best* will be associated with the new series, which Mr. Rodney described as a "warm, human comedy program."

**Legal Relationship** ▪ E. G. Marshall and Robert Reed will star as a father and son team of lawyers in a one-hour dramatic program entitled *The Defenders* which CBS-TV will produce as a possible entry in its 1961-62 schedule. The series is to be filmed in New York with Herbert Brodkin as producer and Reginald Rose as writer of some episodes. Full-scale production is expected to start early next year.

**New film show** ▪ Fred A. Niles Production Inc., Chicago-Hollywood firm active in tv commercials, is expanding further in program packaging-syndication and feature film field. It will syndicate *Ed Allen Time*, exercise show originating at WWJ-TV Detroit and also running on Storer stations. Advertisers will be given an opportunity to integrate personalized commercials. Niles also plans to distribute new *Bridge With the Masters* series, packaged by Harlen Productions, and currently is producing 39-week *Light Time*, sponsored by National Lutheran Council.

**NBC public affairs series** ▪ A new series of public affairs programs on the nation's defense activities is planned for presentation by NBC-TV in the fall of 1961. Entitled *Victory*, the series, covering space, land, sea and air, will be produced with the cooperation of the U.S. Dept. of Defense. The weekly half-hour filmed shows will explore military, scientific and technological developments, with special emphasis on new concepts and pioneering attempts of the defense effort. Irving Gitlin, executive producer, creative projects, NBC News and Public Affairs, is the production supervisor.

**Danny Kaye's tv company** ▪ Dena Pictures, Hollywood, production company for Danny Kaye and his wife, Sylvia Fine, announce the formation of Belmont Television, which will produce films for tv in which Mr. Kaye will not appear. Robert Forrest, west coast director of program planning for NBC's tv film subsidiary, has resigned to join Belmont Tv as vice president and executive producer.

**Migrant workers' woes** ▪ A documentary telling of the living and working conditions facing over 50,000 migrant work-

## OCCASION

Here are the next 10 days of network color shows (all times are EST).

**NBC-TV**

Nov. 7-11, 14-16 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Nov. 7-11, 14-16 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Nov. 7-11, 14-16 (10:30-11 a.m.) **Play Your Hunch**, part.

Nov. 7-11, 14-16 (11-11:30 a.m.) **The Price Is Right**, part.

Nov. 7-11, 14-16 (12:30-1 p.m.) **It Could Be You**, part.

Nov. 7-11, 14-16 (2-2:30 p.m.) **The Jan Murray Show**, part.

Nov. 9, 16 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Nov. 9, 16 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

Nov. 10 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

Nov. 11 (7-9 a.m.) **The Dave Garroway Today Show**, part.

Nov. 11 (10-10:30 a.m.) **Dough Re Mi**, part.

Nov. 11 (11:30-12 noon) **Concentration**, part.

Nov. 11 (3-3:30 p.m.) **Young Doctor Malone**, part.

Nov. 11 (3:30-4 p.m.) **From These Roots**, part.

Nov. 11 (4:30-5 p.m.) **Here's Hollywood**, part.

Nov. 11 (6:45-7 p.m.) **Texaco Huntley-Brinkley Report**, Texaco through Cunningham & Walsh.

Nov. 11 (9-10 p.m.) **The Bell Telephone Hour**, AT&T through N. W. Ayer.

Nov. 12 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

Nov. 12 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, Gen. Mills through Dancer-Fitzgerald-Sample.

Nov. 12 (Noon-12:30 p.m.) **True Story**, Sterling Drug, through Dancer-Fitzgerald-Sample.

Nov. 12 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

Nov. 13 (1:30-2 p.m.) **The Eternal Light**, sust.

Nov. 13 (2-5 p.m.) **Professional Football**, General Motors through Campbell-Ewald & Gillette through Maxon.

Nov. 13 (6-6:30 p.m.) **Meet the Press**, sust.

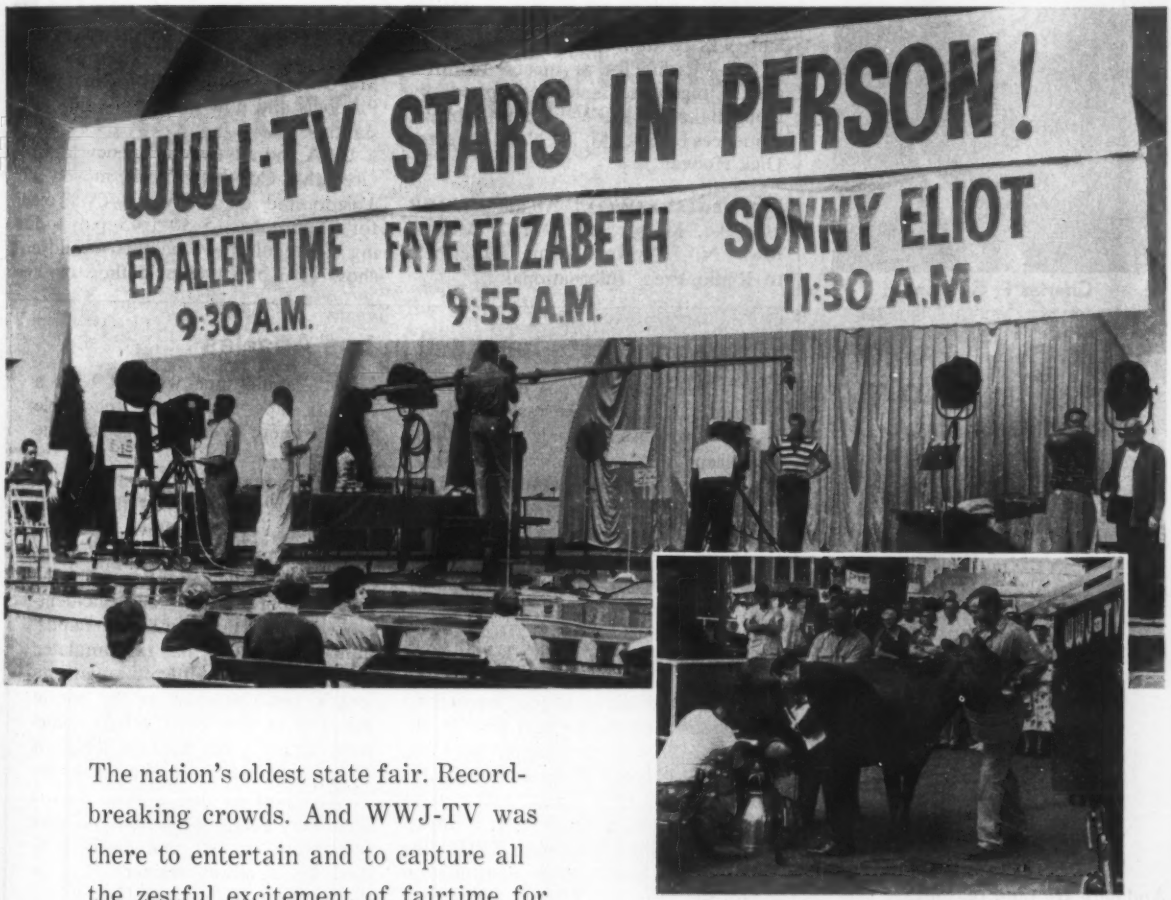
Nov. 13 (7-8 p.m.) **The Shirley Temple Show**, RCA through J. Walter Thompson and Beechnut through Young & Rubicam.

Nov. 13 (9-10 p.m.) **The Chevy Show**, Chevrolet through Campbell-Ewald.

Nov. 13 (10:30-11 p.m.) **This is Your Life**, Block Drug through Grey Adv. & Pillsbury through Leo Burnett.

# In the People's Interest...

## WWJ-TV GOES TO THE MICHIGAN STATE FAIR




*From band shell to barnyard, WWJ-TV cameras covered the lot during Michigan's 111th annual harvest festival.*

The nation's oldest state fair. Record-breaking crowds. And WWJ-TV was there to entertain and to capture all the zestful excitement of fairtime for the more than seven million persons in its coverage area.

Service in the people's interest is always paramount at WWJ-TV—service that creates a viewing climate that is good for everyone: the audience, the industry, the advertiser, too.

Detroit, Channel 4 • NBC Television Network

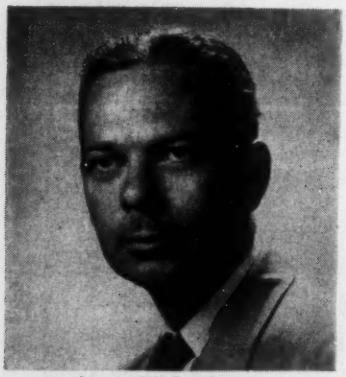
**WWJ-TV**

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
Associate AM-FM Station WWJ
Owned and Operated by The Detroit News

PROMINENT BROADCASTERS Choose Stainless TOWERS

Charles F. Grisham
President & General Manager

WAPI RADIO AND TV
BIRMINGHAM, ALA.



James V. Sanderson
Chief Engineer

And here are their reasons:
* Stainless EXPERIENCE in design and fabrication of towers
* RELIABILITY of Stainless installations
* LOW MAINTENANCE COSTS of Stainless towers

*Ask today for free literature and information.*

Stainless, inc.
NORTH WALES · PENNSYLVANIA

ers who trek annually to the Pacific Northwest to pick crops has been filmed on the scene by the Crown Stations (KING-TV Seattle; KGW-TV Portland, Ore., and KREM-TV Spokane). *Bitter Harvest* shows the hovels in which these workers must live, the neglect of children, the lack of sanitation and the community indifference to them. The three stations have scheduled the hour program for prime time in mid-November. A preview will be shown in Washington, D. C., before representatives of several government agencies concerned with this social problem at the request of the President's Committee on Migratory Labor. The film was six months in the making, and was written by Bob Schulman, KING-TV director of special features, with Oregon sequences reported by Doug Baker of KGW-TV and Spokane sequences by KREM-TV News Director Dick Hoover.

**The newest** ▪ WQXI Atlanta, WREB Holyoke, Mass., and WMTR Morristown, N. J., have become subscribers to Radio Press International.

## TEST MARKETING SHOWS

### United Artists cartoons get successful Ohio tryout

One correspondent confessed, "My teacher told us all to write a letter." Another youngster in writing her approval of the television program, added parenthetically, "This is what my mom told me to say."

These two letters and a few hundred other replies were directed to United Artists Associated (through a box number) after the one-shot telecasting (Oct. 27) in a 15-minute period of two cartoons on WSPD-TV Toledo. The two cartoons, "Waltz of the Flowers" and "Rumpelstiltskin," were shown as representative of a UAA cartoon package, Mel-o-Toons, acquired from New World Products and now offered for sale to tv stations.

UAA and advertising agency Monroe Greenthal Co., New York, moved into Toledo and on to WSPD-TV Toledo for 15-minutes (5:30-5:45 p.m.) during a regularly scheduled children's show (5-6 p.m.) as a method of "test

## The Bible gets hard-sell in Los Angeles

"Ever get a haircut that was too short? A little embarrassing, wasn't it? There was once a man whose haircut not only embarrassed him . . . it cost him his happiness and his life. Read the story of a young man's first and last haircut . . . in chapter 16 of the book of Judges in the Old Testament. The Bible is interesting. Read it soon."

Five times a day, from early morning to late night, KPOL Los Angeles broadcasts spots like the one quoted above, urging listeners to get out their Bibles and read them, soon. Presented directly, with no preceding organ music or other aural religious setting, these public service announcements have drawn enough response from KPOL listeners to insure their continuation for the foreseeable future. They have also attracted favorable comment from broadcasters in other cities who have heard them while in Los Angeles and who have asked for permission to use them on their stations.

KPOL's owner, Hugh R. Murchison, financier and philanthropist, who conceived the plan of using modern radio commercial techniques to persuade listeners to go back to reading their Bibles, is only too happy to have the messages used on other stations. Any station writing to KPOL for permission and sending KPOL a standard reel of ¼-inch audio tape will get back a reel of tape filled with the Bible spots. There is no charge for the service.

The announcement format was developed by John Hart of the KPOL news staff. They follow the news bulletin approach, a sure-fire means of getting listener attention from the first word. They are read, incidentally, by Mr. Hart's father, a Baptist minister. KPOL has accumulated more than 150 of them, ranging in length, some as short as the one at the start of this story, others somewhat longer. The average length is 45 seconds. Here's another example:

"To most of us, a lion doesn't seem very fierce. What lions we have seen were trained and easily handled by a circus trainer . . . or they've been in dramatic films where we know the lion didn't really hurt that actor. But if you've tracked and shot a lion on a safari, you have an idea of how fierce this magnificent animal can be. It takes a lot of courage to face one . . . on a hunt or even in a cage. But think of the courage it took for one man to face a wild lion, empty handed and with no one around to help him. This man did it, and he even managed to kill the lion. Read this adventure story in chapter 17 of the book of First Samuel in the Old Testament. The Bible is a thrilling book. Read it soon."

# WAPI Makes The Headlines

## Newspapers, ETV, Campbell Lauded In Audit Report

Birmingham newspapers, ETV, and Dave Campbell's "The People Speak" radio program received plaudits from the Birmingham Metropolitan Audit in its latest report.

In its preliminary report on "Communications Among the Birmingham People," the Audit pointed at the "dangers as well as the blessings" of the communications field.

The report called Dave Campbell's "The People Speak" program "a healthy justification for public service in modern-day radio programming."

Through Campbell's program, WAPI renders a unique service to the process of free communications in the area by programming large blocks of evening time to staff conversations with telephone callers.

Discussions of the issues of the day, questions and answers, problems, clarification of issues are both entertaining and educational.

**Communications**

Summarizing the entire communications picture, the Audit said Birmingham "fortunate in several —in others it is better, nor w other Americ

The Bi Herald an News we for "serv dantly w criteria a force

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Further, the Audit report stated that civic pride extended to the newspapers, and that to find a group harmony with

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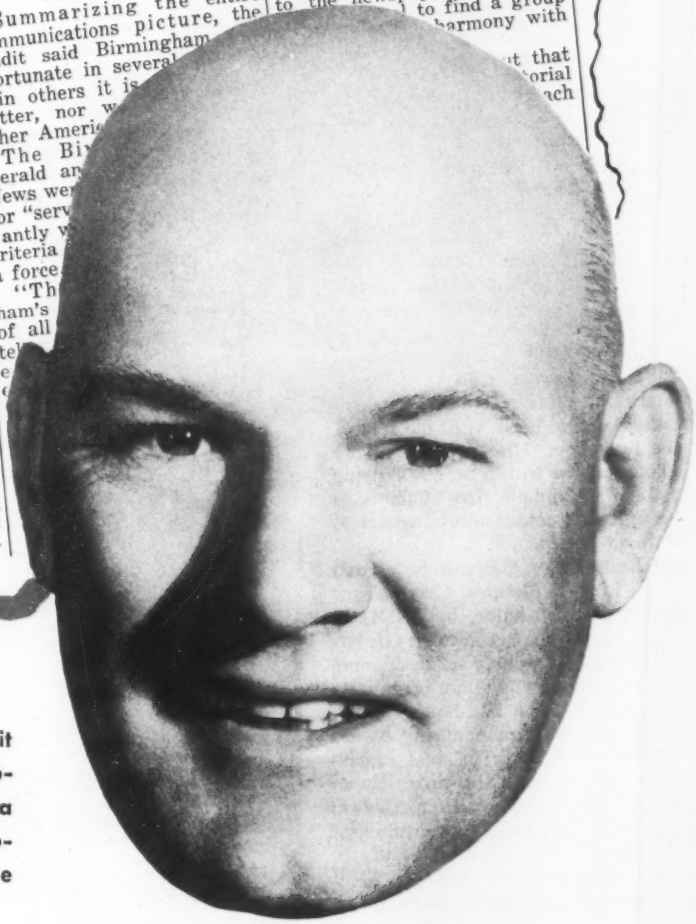


**The Birmingham Metropolitan Audit says "a healthy justification for public service." 20 local sponsors on a year round basis say "Dave Campbell's *People Speak* sells merchandise for us."**

**WAPI**

**50,000 WATTS* BIRMINGHAM, ALABAMA** *5,000 Nights

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL CO., INC.

marketing" the cartoon product. The film distributor sought various data and chief among the questions it had in mind was the all-important one of: would parents welcome a cartoon series that has a "cultural" flavor? (each cartoon animates a children's record, using the original sound track of top-selling children's discs manufactured by such companies as RCA Victor, Capitol, Young People's Records, Pickwick, Children's Record Guild and still others). Voices of such performers as Jane Pickens, Stan Freberg, Norman Rose and Ed Herlihy appear on some of the records (there are 104 six-minute cartoons in all).

In newspaper advertisements preceding the program's telecast, UAA announced what it was doing and asked parents to accompany their children in viewing the cartoons. The "commercials" were live announcements before and after the running of the cartoons, asking specifically for comments and giving a box number. Total cost for the "test": under $2,000.

Not only parents but children (particularly in the 7-14 age bracket) answered the mail call. Many writers asked for "more of the same." UAA happily observed that only for respondents did not like the cartoons out of some 400 write-ins. A sample of titles: "Pinocchio," "Treasure Island," "Cinderella," "Hansel & Gretel," "Paul Bunyan," "Tom Sawyer" (all RCA Victor); "Peter & the Wolf" and "The Ugly Duckling" (Pickwick); "Hiawatha" and "Toy Symphony" (Young People's Records).

## 'GE Theatre' buys award winning 'feature'

An unusual purchase by General Electric of a feature film—"The Red Balloon"—for network showing has been announced.

Though classified as a "feature," the film runs 32 minutes long. This will permit GE to program the motion picture in the half-hour *General Electric Theatre* time slot (Sunday night) on CBS-TV after 6 minutes of footage is deleted.

The color film has neither voice nor dialogue. The "fantasy" is told entirely by the camera, street sounds and music. The storyline centers on a "love affair" of a boy and a toy balloon. Pascal Lamorisse, son of Albert Lamorisse, who wrote, produced and directed the movie which takes place in Paris, is in the role of the little boy. His adventures were photographed with a unique "roving camera" technique that attempts to "capture the color and excitement of Paris and its people."

The deal for GE was negotiated with Lopert Pictures Corp., New York, the distributor, by BBDO in New York. The agency said GE has a policy of seeking programming that is "different" and not necessarily tailored for the half-hour format. When the film—an Academy Award winner as the best original screenplay and a special first-prize winner at the Cannes Film Festival—was offered to BBDO as a "possibility," the picture was screened and the deal made 24 hours later.

Still to be worked out is the placement of the program in the *GE Theatre* schedule. The agency has been thinking in terms of a showing sometime in 1961, though if telecast earlier a pre-Christmas date is likely. Plans also are being made to consider the feature as an annual tv event much in the manner of the motion picture, "The Wizard of Oz," that has been shown seasonally (also on CBS-TV). A decision is yet to be made on whether the film will be shown in color.

General Electric will telecast a motion picture that tells the story of a little boy and his balloon. "The Red Balloon" has no dialogue, music and street sounds only on the soundtrack. Featured in the movie that is photographed on the streets of Paris is Pascal Lamorisse, the son of the writer, producer and director.

## Frieberg forms new firm

Mr. Frieberg

The establishment of Major Programs Inc., New York, as a tv film distribution company was announced last week by Hardie Frieberg, president. Mr. Frieberg, recently resigned as vice president and general manager of Bernard L. Schubert Inc., to organize MPI. The first series to be placed into distribution by MPI is a five-minute program, *Believe It Or Not*, of which 104 segments will be sold. Headquarters of MPI is at 136 E. 57th St., New York, N. Y.

## Los Angeles Emmy winners

The Los Angeles chapter of the National Academy of Television Arts & Sciences has awarded a series of local Emmies to outstanding area programs during the period July 1, 1959 to June 30, 1960. The list of winners with categories:

Discussion, documentary, education —*Harvest of American Literature*— Dr. Frank Baxter, KRCA (TV).

Music and/or variety—*Debut*—three special youth symphonies, KRCA (TV).

Travel-adventure—*Golden Voyage*, KCOP (TV).

Children's programming—*Cartoon Express*—Engineer Bill Stulla, KHJ-TV.

News—Jack Latham, KRCA (TV).

Coverage of sports events—Dodger baseball, KTTV (TV).

Female personality—Martha Tilton, KRCA (TV).

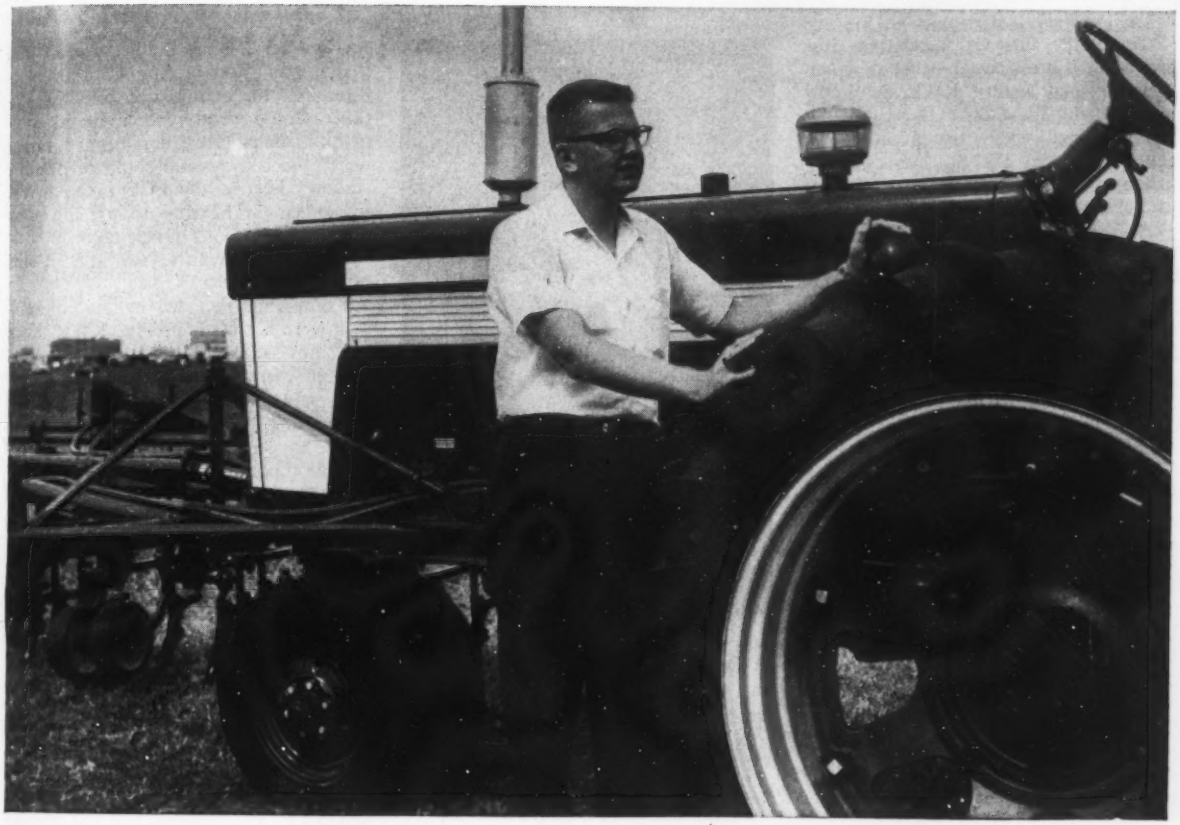
Male personality—Dr. Frank Baxter, KRCA (TV).

## MCA's record set

MCA Inc. reported last week that its unaudited net income (before taxes) for the first nine months ended Sept. 30 was "the greatest in its history," amounting to $9,251,346 as compared with $7,212,033, for the corresponding period of 1959. Earnings after taxes were listed at $4,484,073 for the current period, equal to $1.11 per share, as against $3,496,333, or 86 cents per share for the period last year. Jules C. Stein, MCA board chairman, reported earnings before taxes in the third quarter of 1960 rose to $2,735,799 from $2,230,059 in the 1959 third quarter and earnings after taxes jumped to $1,354,626 from $1,039,025 in last year's third quarter.

# Introducing—

**Orion Samuelson,** newly appointed farm service director of WGN. Born and raised on a 200 acre dairy farm in Wisconsin, Orion has worked in radio and Farm Service broadcasting since 1952. Most recently he was farm service director of WBAY, Radio and Television, Green Bay.



# Serving the nation's richest farm market

**Midwest farmers depend on WGN Radio.** They tune to 720—WGN—for a lively and comprehensive blend of national, regional and local farm news, current exclusive market reports from Chicago's Union Stockyards, on-the-farm features and important weather information. Plus top entertainment—sports and people, music and features—radio at its best.

**Easy to find on any radio,** WGN's powerful clear channel signal blankets 276 counties in nine midwest states. The farm product value of this area is four billion dollars. Within this area—the nation's richest farm market—today and every day, 480,000 farm families listen to WGN for the kind of radio programming they need and want most.

## *WGN RADIO*

ONE OF THE NATION'S GREAT CLEAR CHANNEL STATIONS SERVING THE FARMERS OF AMERICA

441 N. Michigan Avenue • Chicago 11, Illinois

# FCC invites KWK into its woodshed

## REVOCATION HEARING TO STUDY COMPLAINTS ABOUT STATION CONTESTS

One of the most serious charges ever leveled at a broadcaster—that of fraud —was placed against KWK St. Louis last week by the FCC.

The commission issued a "show cause" order to the St. Louis station ordering it to hearing on revocation of its license.

At issue are complaints received by the commission concerning the "conduct of contests" held over the KWK facilities. The commission, in the couched terms of its public documents, charged "fraud."

The charge was categorically denied by A. M. Spheeris, president of KWK Radio Inc. "Every human effort was taken," he said, "to conduct these contests in an honest and equitable manner."

But the commission has asked KWK to tell it why, in the light of those contest complaints, its license should not be revoked.

**Impossible Contests** ■ The FCC charges stem from complaints made to the commission by KWK listeners and contest participants. Such complaints were investigated by the commission's Office of Complaints and Compliance, a staff of investigators established last May (BROADCASTING, May 16), following the payola and rigged quiz disclosures, to inquire into alleged misconduct by licensees.

The commission told the station that "it appeared" that during two periods between June 24 to July 18 and July 25 to Aug. 15 the station conducted a "treasure hunt" for hidden prizes. Prizes in these contests, said the FCC, were not hidden until late in the contest period and "consequently it was impossible for any person to find the prize during a substantial portion of each period."

Again, the commission stated that KWK Bonus Club contests required the holder of a winning number to call a special telephone number within 60 seconds. But that number "was busy approximately half of the time on regular station business," the FCC alleged, and thus it was not "unusual" for a Bonus Club winner to fail to complete the call in the allotted time.

The commission further charged that it "appeared" that prizes of vacation trips and merchandise offered by KWK to Bonus Club winners were not as represented in broadcasts and "that despite knowledge of such misrepresentation Station KWK continued to deal with the same advertiser, a travel agency." Winners were inconvenienced, in several instances, as a result of such "misrepresentations," the commission said.

KWK's Spheeris
Contests were 'fair and proper'

**Long Way to St. Louis** ■ All of these complaints, which were investigated by the FCC, made it appear that KWK was not serving the public interest and that it was "perpetrating a fraud on its listeners," the commission told the station. Consequently, since these complaints constitute conditions under which the commission could revoke the station's license, the FCC asked KWK to appear in hearing to explain why such action should not be taken.

The hearing will be held in St. Louis no later than Dec. 3.

Complaints received by the commission were not made public. KWK, also, has not seen the complaints. Mr. Spheeris, in a statement to BROADCASTING, said, "The specific and detailed complaints, which have come to the FCC, have not as yet been received by us, but upon their receipt will be answered in due course and we believe, upon hearing, to the satisfaction of the commission."

He further stated that the station had spared no effort to assure the "fair and proper administration of these contests. We have, at all times, realized our responsibility to the community and to the various contestants and we have made awards to the proper winners."

Mr. Spheeris and associates also own WEMP-AM-FM Milwaukee. They purchased the St. Louis outlet in 1958.

Complaints against KWK are the first investigated by the Office of Complaints and Compliance which have resulted in direct commission action.

# KRLA OFFERS ITS DEFENSE

## Canadian broadcaster Cooke explains his help; local organizations attest to station service

The troubles involved in audience promotion contests and the problems of programming and staff when a station changes format were aired before FCC last week during a Los Angeles hearing on the license renewal of KRLA Pasadena, Calif.

(For KWK St. Louis' FCC troubles over audience promotion, see story above.)

The "Find Perry Allen" contest designed to incite Southern California to look for a disc jockey who was in Buffalo, N. Y., at the time—by broadcasting hints where he might be found and offering a reward that started at $10,000 but was supposed to dwindle to $1,000 by the time Mr. Allen reached Los Angeles—was the brainchild of Jack Kent Cooke, veteran Canadian broadcaster (CKEY Toronto), Mr. Cooke told the FCC hearing Thursday (Nov. 3).

Mr. Cooke is the brother of Donald Cooke, owner of KRLA.

The "Find Perry Allen" contest is a particular target of the commission's inquiry into KRLA's operations since its debut in the early days of September 1959.

At that time, Jack Cooke testified, he was acting as program director of KRLA as a favor to his brother, who was in New York during the period his station was making its debut as a new modern music station in the Los Angeles area. The contest to locate the absent Mr. Allen was his own idea, Jack Cooke said, designed to turn the drawback of the new announcer's inability

to get to KRLA in time for its grand opening into a promotional asset.

**Ballyhoo** ▪ Another ballyhoo gimmick employed by Mr. Cooke was a "Golden Key Hunt," he testified, with a prize starting at $50,000 and listeners guided by clues written by a man who himself did not know where the key was hid. By the time the writer did get this information and his clues lead to discovery of the key, the prize had shrunk to $5,000.

For two days preceding the start of KRLA's new top forty programming, the station broadcast nothing but contests, Mr. Cooke said. Perry Allen announcements and golden key clues were augmented by names read at random from telephone books with cash prizes for those who called the station (and the sooner they called the more money they won) and more prizes for others who responded to telephone calls from the station by saying "KRLA 1110" instead of "hello." For 48 hours straight there was nothing on KRLA but contest spots, live and taped. Then, on Sept. 3, KRLA's popular music programming began.

Under cross examination by FCC counsel, Jack Cooke testified that when he told Mr. Allen to tape spots to keep people looking for him and listening to KRLA until he arrived at the station, he "may have" told him to say that he was to be looked for in Los Angeles restaurants and at the ball park.

Asked if he had advised the other KRLA announcers who were handling Mr. Allen's early morning air shift to ad lib along with the tapes to give the impression that the new disc jockey was in Los Angeles at the time, Mr. Cooke answered, "I suppose I did."

James D. Cunningham, chief hearing examiner of the FCC, presided over the hearing. Argument as to why the KRLA license should be renewed was presented by Thomas N. Dowd of the Washington law firm of Pierson, Ball & Dowd. He was accompanied by William S. Green of the same firm and by Peter Campbell Brown of the New York law firm of Manning, Hollinger & Shea. Robert J. Rawson, chief of the FCC hearing division, and Lewis Cohen were the FCC attorneys.

In setting the hearing, the FCC posed four points to be determined as basis for a decision whether or not the license should be renewed: whether the program proposals contained in the application for assignment of the license were made in good faith; whether the way in which the "Find Perry Allen" contest was conducted constituted operation "for improper purposes contrary to the public interest"; whether the station's program logs for the week of Oct. 18-24, 1959, "were altered with the intent and purpose of deceiving the commission," and whether "Jack K. Cooke, a Canadian citizen, has exercised control with respect to the operations of said station" in violation of the Communications Act and the FCC rules.

## Jack Cooke's citizenship problems

U. S. law says a foreign national may not own a broadcast station. This is why Canadian-born Jack Kent Cooke can't have an interest now in KRLA Pasadena, Calif., subject of a license renewal hearing before FCC on issues including a question of whether or not Mr. Cooke has exercised unlawful "control" over the station headed by his U. S.-citizen brother (story this page).

But Jack Cooke is taking steps to become an American citizen and, when he does, must he give up his ownership of CKEY Toronto under some similar provision in Canadian law? It's really academic, Mr. Cooke told the FCC hearing, because he may sell CKEY before the Canadian Board of Broadcast Governors has opportunity to rule on the situation. It's a point that's never been put to the BBG before, he said.

President Eisenhower on Sept. 14 signed House bill 8156 which waives the five-year immigration waiting period for the Canadian multi-millionaire. He said the FCC hearing on KRLA, however, has delayed his appearance before immigration officials to complete the citizenship proceedings.

**The Case Background** ▪ Mr. Rawson, in a thumbnail history, said that on Dec. 21, 1958, application was filed by Eleven Ten Broadcasting Corp. for the transfer of KXLA (now KRLA) from Pacific Coast Broadcasting Co. Donald Cooke, owner of Eleven Ten, had secured the majority of the money for the station from his brother Jack, who received a seven-year option to buy the station, subject to his acquiring U. S. citizenship, for which he had not at that time applied. After the FCC questioned this arrangement, Don Cooke replied that his brother could not participate in the station management as long as he was a Canadian citizen. On March 15, 1959, a new arrangement was reported, with Don Cooke's Eleven Ten proposing to operate the station without any option to sell and to use equipment leased from Broadcast Equipment Co., a company owned by Jack Cooke. On March 25, 1959, the FCC granted a license to Eleven Ten to operate KXLA (now KRLA).

Hearing opened with KRLA presenting a dozen witnesses, representing as many religious, civic and social organizations, who testified to the cooperation they receive from KRLA. In most cases, KRLA approached them with offers of help, they reported, reflecting pleased surprise at this reversal of the normal procedure. Most of them also reported unusual cooperation from KRLA in comparison to other broadcast stations. "It's Number One at Boys' Republic," Lawrence J. Sullivan, field secretary, stated. "KRLA came to our rescue," declared Msgr. Joseph J. Truxaw, by picking up the Sunday morning high mass broadcasts carried by KLAC Los Angeles for the previous 15 years. "KRLA gives us more time than the other stations—$5,445 worth in July alone," said Patricia Hull, Los Angeles area public relations director, YWCA.

Others who attested to KRLA's public service contributions were: Lillian Doty, National Foundation; Joseph Micciche, Civil Defense; Rabbi Kleinman, Union of American Hebrew Congregations; Bill Lindsay, Custom Recorders (producing and placing spots for a number of civic organizations); Rev. Clifton E. Moore, Federation of Presbyterian Churches; Harold Muntz, L.A. probation dept.; Rev. Raymond C. Ortlund, Lake Ave. Congregational Church; Ted James, National Safety Council; Don Foltz, administrative assistant to State Senator Richard Richards; Luis Hayes, student manager of Loyola U. educational station, KXLU (FM).

In his cross examination of these witnesses Mr. Rawson asked particularly about the date of their first contact by KRLA, presumably to reveal whether it preceded or followed the FCC letter of Dec. 16, 1959, notifying KRLA that its renewal application would not be granted until doubts in the Commission's mind regarding its operation had been disspelled. Replies ranged from September 1959 (month that KRLA began operating with its new call and new program format) to June or July 1960, including three definitely before mid-December 1959, one "last year," three in "December or January," two in January, one "last winter," one in March, one "about eight months ago" and one "three or four months ago."

**Speedy Newscasts** ▪ Bill McMillan, KRLA's director of news and public affairs, who joined KRLA last November, said that the station's news policy is "responsible reporting," essentially of local news. Newscasts of 4½-minutes each are broadcast every hour on the hour at a speed of 180-220 words per minute, "a fast pace but not shouted." There have been no listener complaints of inability to understand the news be-

cause of the speed of delivery, he said.

Taped interviews or voice comments by newsworthy individuals are sought by KRLA's news staff of five fulltime employes and two stringers, Mr. McMillan stated, commenting "I want them on the station so it's up to me to go to them, wherever and whenever it's most convenient for them."

Questioned about public affairs programming, he differentiated this from public service by commenting that "public service would be spots urging people to get polio shots; public affairs would be a talk on polio by a medical authority." He further testified on the number and origination of many public service shows carried by KRLA.

One witness was on the stand all day Tuesday (Nov. 1), Bill Wheatley, program director of KXLA-KRLA from July 1 to Sept. 11, 1959, and now in a similar position at KGBS Los Angeles. He heard from Don Cooke in May 1959, when he was employed at WKY Oklahoma City, he said, and at his invitation and expense had gone to New York and talked to him and his brother, after which Don Cooke had hired him as program director.

Mr. Wheatley testified that he started at KXLA July 1, 1959, taking over management from Loyal King, former owner. Mr. Wheatley said he served as station manager as well as program manager until mid-July when Edwin V. Schulz took over as general manager. Preparations for the new "top 40" program format, listening to audition tapes, employing new announcers, disc jockeys and newsmen, continuing the station's previous western and country music programming, kept him on the job 14 to 18 hours a day, Mr. Wheatley said, leaving him no time to work on the public service programming planned for KRLA.

**Sustaining Basis Only** ■ However, he testified, on arrival at KXLA he canceled all commercial religious broadcasts, notifying the sponsors that in the future the station would program religion on a sustaining basis in cooperation with local church groups. Aug. 1 was the scheduled date for the change from KXLA to KRLA, from country and western music to "top 40" and from 10 kw to 50 kw, but the new transmitter was not ready at that time so the target date was postponed, he recalled.

After Mr. Schulz arrived, Mr. Wheatley saw him only late evenings when the general manager would come to the Pasadena Studios from his sales office in Hollywood. At no time did Mr. Schulz interfere with program activities nor did he ever overrule a decision of the program manager, Mr. Wheatley said. Jack Cooke at the time was in Los Angeles working with Mr. Schulz to get the sales department op-


FOR COMPLETE DEMONSTRATION OF THE

# PR-10

SEE YOUR AMPEX PROFESSIONAL DEALER

**ALABAMA**
BIRMINGHAM
Ack Radio Supply Co.
3101 - 4th Avenue So.

**ARIZONA**
PHOENIX
Bruce's World of Sound
2711 E. Indian School Rd.

**CALIFORNIA**
EL MONTE
Audio Supply
543 So. Tyler Ave.
FRESNO
Tingey Co.
847 Divisadero St.
HOLLYWOOD
Franklin Electronics
1130 El Centro St.
Ralke Co.
849 No. Highland Ave.
LONG BEACH
Scott Audio Co.
266 Alamitos St.
LOS ALTOS
Audio Center, Inc.
293 State St.
LOS ANGELES
Arco Electronics
111 So. Vermont Ave.
California Sound
310 No. Hoover St.
Craig Corporation
3410 So. La Cienega Blvd.
Kierulff Sound Corp.
1015 So. Figueroa St.
Magnetic Recorders Co.
7120 Melrose Ave.
PALO ALTO
Mardix Co.
2115 El Camino Real
SACRAMENTO
McCurry Co.
8th & I St.
SAN DIEGO
Radio Parts Co.
2060 India St.
SAN FRANCISCO
Magnetic Recorders Inc.
1081 Mission St.
SAUGUS
Sylmar Electronics
26000 Bouquet Canyon Rd.

**COLORADO**
DENVER
Davis Audio Visual Inc.
2149 So. Grape
Electric Accessories
1260 Blake

**CONNECTICUT**
NEW HAVEN
Radio Shack Corporation
230 Crown St.

**DISTRICT OF COLUMBIA**
WASHINGTON
Shrader Sound, Inc.
2803 M Street, N. W.
Wilson Gill, Inc.
1 Thomas Circle, N. W.

**FLORIDA**
INDIALANTIC
McHose Music
145 Fifth Ave.
JACKSONVILLE
Fidelity Sound Inc.
1427 Landon Ave.
Southeast Audio Co.
1125 Roselle St.
MIAMI
East Coast Radio of Miami
1900 N. W. Miami Ct., N. W.
Flagler Radio Co.
1068 W. Flagler St.
ORLANDO
East Coast Radio of Orlando
1012 Sligh Blvd., S. W.
PENSACOLA
Grice Electronics Inc.
300 E. Wright St.
TAMPA
Burdett Sound
3619 Henderson Blvd.

**GEORGIA**
ATLANTA
Ack Radio Supply Co.
331 Luckie St., N. W.
Electronic Equipment Inc.
526 Plaster Ave., N. E.

**HAWAII**
HONOLULU
John J. Harding Co., Ltd.
1514 Kona St.
Precision Radio Co.
1160 So. King St.

**ILLINOIS**
CHICAGO
Allied Radio Company
100 N. Western Ave.
Fried's Incorporated
3801 W. 26th St.
Newark Electronics Corporation
223 W. Madison St.
QUINCY
Gates Radio Company
123 Hampshire

**INDIANA**
INDIANAPOLIS
Radio Distributing Company
814 N. Senate
SOUTH BEND
Colfax Company, Incorporated
747 S. Michigan

**IOWA**
CEDAR RAPIDS
Collins Radio Company
5200 C Avenue

**LOUISIANA**
BATON ROUGE
Southern Radio Supply Co.
1112 North Blvd.
NEW ORLEANS
South Radio Supply Co.
1909 Tulane Ave.

**MARYLAND**
BALTIMORE
High Fidelity House
5127 Roland Ave.

**MASSACHUSETTS**
BOSTON
De Mambro Radio Supply
1095 Commonwealth Ave.
Radio Shack Corporation
730 Commonwealth Ave.
CAMBRIDGE
Hi Fi Lab
1071 Massachusetts Ave.
NEEDHAM HEIGHTS
Industrial Electronic Supply
150 A Street
SPRINGFIELD
Del Padre Supply Co.
999 Worthington St.
WELLESLEY
Music Box
58 Central Ave.
WORCESTER
De Mambro Radio Supply
222 Summer St.

**MICHIGAN**
ANN ARBOR
Wedemeyer Electronic Supply
215 N. 4th Ave.
DETROIT
K-L-A Laboratories, Inc.
7375 Woodward Ave.
Pecar Electronics
11201 Morang
Reiss Public Address Systems
7629 E. Jefferson
GRAND RAPIDS
Kaminga Electric Company
1337 Judd Avenue S. W.

**MINNESOTA**
MINNEAPOLIS
Lew Bonn Company
1211 LaSalle Ave.

**MISSOURI**
KANSAS CITY
B-A Hi Fidelity
301 East 55th St.
Burstein-Applebee Company
1012 McGee St.

**NEBRASKA**
OMAHA
House of Hi Fi
4628 Dodge St.

**NEVADA**
LAS VEGAS
Rugar Electronics
517 Tumbleweed Lane

**NEW JERSEY**
CAMDEN
Radio Electric Service Co.
of New Jersey
513 Cooper St.
PATERSON
Magnetic Recording Co.
344 Main St.

**NEW MEXICO**
SANTA FE
Sanders & Associates
70 West Marcy St.

**NEW YORK**
BUFFALO
Buffalo Audio Center
161 Genesee St.
NEW YORK CITY
Camera Equipment Co.
315 West 43rd St.
Harvey Radio Co.
103 West 43rd St.
Lang Electronics
507 Fifth Ave.
Sonocraft Corp.
115 West 45th St.
Visual Electronics
356 West 40th St.
ROCHESTER
Rochester Radio Supply
600 East Main St.
SYRACUSE
W. G. Brown Sound
521 East Washington St.
TUCKAHOE
Boynton Studio
10 Pennsylvania Ave.

**NORTH CAROLINA**
WINSTON-SALEM
Dalton-Hage Incorporated
938 Burke St.

**OHIO**
CINCINNATI
Customcrafters Audio, Inc.
2259 Gilbert Ave.
COLUMBUS
Electronic Supply Corporation
134 E. Long St.
DAYTON
Custom Electronics Incorporated
1918 S. Brown St.
Srepco, Incorporated
314 Leo St.
TOLEDO
Warren Radio
1002 Adams St.

**OKLAHOMA**
NORMAN
Thomson Sound Systems
315 W. Boyd

**OREGON**
SALEM
Cecil Farnes Co.
440 Church N. E.

**PENNSYLVANIA**
PHILADELPHIA
Austin Electronics Inc.
1421 Walnut St.
Radio Electric Service Co. of Pa.
7th and Arch Sts.
ROSLYN
Grove Enterprises
1383 Easton Rd.

**RHODE ISLAND**
PROVIDENCE
De Mambro Radio Supply
1292 Westminister St.

**SOUTH CAROLINA**
COLUMBIA
Dixie Radio Supply Co.
1700 Laurel St.

**SOUTH DAKOTA**
SIOUX FALLS
Warren Supply Co. of So. Dakota
115 S. Indiana Ave.

**TENNESSEE**
MEMPHIS
W & W Distributing Co.
644 Madison Ave.
NASHVILLE
Nicholson's High Fidelity Center
113 - 19th Avenue So.

**TEXAS**
ARLINGTON
Audio Acoustic Equipment Co.
130 Fairview Drive
DALLAS
Audio Acoustic Equipment Co.
5645 N. Central Expressway
EL PASO
Sanders & Associates
1225 East Yandall St.
HOUSTON
Busacker Electronic Systems Inc.
1216 W. Clay St.
Gates Radio Co.
2700 Polk Ave.
MIDLAND
Midland Camera Co.
317 N. Colorado St.
SAN ANTONIO
Modern Electronics Co.
2000 Broadway

**UTAH**
SALT LAKE CITY
Standard Supply Co.
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**VIRGINIA**
NORFOLK-RICHMOND-ROANOKE
Radio Supply Co. Inc.
RICHMOND
J. M. Stackhouse Co.
5803 Patterson Ave.

**WASHINGTON**
SEATTLE
Electricraft, Incorporated
1408 - 6th Ave.
Western Electronics Supply Co.
717 Dexter St.
SPOKANE
20th Century Sales Inc.
West 1621 First Ave.

**WISCONSIN**
MILWAUKEE
Beacon Electronics Division
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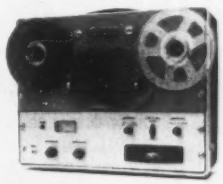

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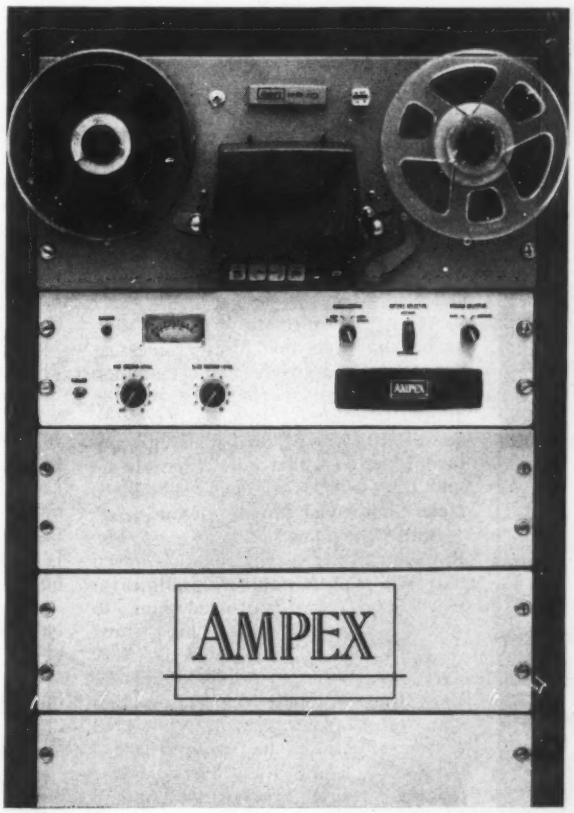
**PR-10**

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TRADE UP TO AN
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The newest design advance
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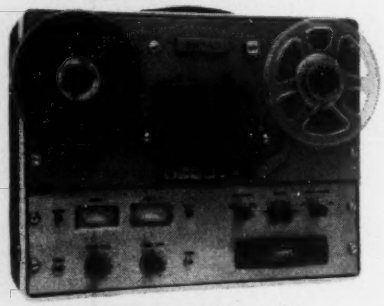

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Call collect for details on trade-in deals
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"INSURED AGAINST EVERYTHING."
YES? Check on the chance that somebody "out there" will accuse you of
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For these and related hazards you need our EXCESS POLICY to hold your loss upon any claim to whatever figure you choose to carry yourself — INSURANCE to cover the excess.
WE ORIGINATED THIS SPECIAL COVER
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erating, Mr. Wheatley reported. Don Cooke, he said, arrived in town sometime during the week of Aug. 10 and he saw him briefly during a recording session at a commercial studio in Hollywood, but Don Cooke did not come to the KRLA studios until Aug. 20, when he and Jack Cooke joined Mr. Wheatley and Mr. Schulz for a dry run rehearsal of the new program format prepared by Mr. Wheatley.

The recording session, Mr. Wheatley said, was for a series of promotional jingles which he had ordered from a Dallas production firm that had made a similar series for WKY. He had written Don Cooke about the series and had sent an audition tape to him in New York, he said, then had ordered the spots on a cash-barter arrangement involving the payment of $2,000 cash and $15,000-$20,000 worth of announcements which the jingle firm could resell. The jingles were never broadcast, he stated, because Jack Cooke found them unsuitable. What subsequently happened to the contract with the jingle company, he said, he does not know.

At the Aug. 20 dry run, Jack Cooke was outspokenly critical, Mr. Wheatley testified, ejaculating, "That man has got to go," "This man is no disc jockey," "Bill, you must have been out of your mind when you hired him," and similar comments. Don Cooke had little to say during the afternoon session, Mr. Wheatley testified.

**Review of Tapes** ▪ That evening, he stated, the Cooke brothers, Mr. Schulz and he went through the complete collection of audition tapes, discussing the various disc jockey applicants and selecting 8 or 10 to be contacted. Jack Cooke led the discussion and made the decision of whom to call, he said. Then each man took two or three names to call.

About this time, Mr. Wheatley said, he began to feel that his usefulness at the station had dwindled and that Jack Cooke had pretty much taken over the duties of program manager. Closely questioned, he was unable to cite any facts to support that impression but he said his feeling was strong enough to make him tender his resignation.

Both Mr. Dowd directly and Mr. Rawson on the cross examination delved into Mr. Wheatley's responsibilities at the station, who instructed him, to whom he reported and the like, starting with his visit to New York in May 1959. Mr. Wheatley responded that he had discussed program philosophies with both Cookes, particularly the kind of programming he had done at WKY; the top 40 plan which seemed to be the kind desired for KRLA, but had spent more time on this subject with Jack Cooke than with Don. It was Don who employed him, however, and Don from whom he got his instructions, up to the Aug. 20 preview of the new programming he had prepared, he stated. Even after that, at a staff meeting on Aug. 23, he said that Jack Cooke had answered a question about who was in charge of programming with the statement, "You take your orders from Bill Wheatley."

Mr. Wheatley said that he had prepared a proposed program schedule for KRLA in connection with its application for a renewal of license which, in essence, was the same as that in the original application of Eleven Ten, with minor changes. In preparing this, he said, he could not state definitely but he "presumed" he had used the table in the original application as a guide.

Taking the stand on Wednesday, Jack Kent Cooke generally corroborated Mr. Wheatley's account of their relationship at KRLA. He had met Mr. Wheatley in New York in May 1959 at the invitation of his brother, he stated, had discussed programming with him and told Donald Cooke he thought Mr. Wheatley had good experience in the type of programming he was expected to do at KRLA. In Los Angeles during July 1959 he saw Mr. Wheatley two or three times and asked how things were going but gave him no instructions.

It was only after the Aug. 20, 1959, dry run, he said, when "I was shocked at the lack of intelligent preparation, the lack of intelligent selection of disc jockeys," that he took over direction of program operations to try to get them in line with the ideas of his brother, who had to return to New York.

**Jack Cooke's Holdings** ▪ Estimating his net worth at between $15 and $20 million, Jack Cooke reported his U. S. holdings include 100% of Broadcast Equipment Co. and Strand Records; a half interest in Donald Cooke Inc., his brother's station representative organization, and a small interest in Carlon Plastics, perhaps 4%. He said he is one of eight men interested in the Continental Baseball League created by Branch Rickey and "not at all defunct." In Canada he owns CKEY Toronto, *Liberty Magazine, Saturday Night Magazine,* Microplastics Ltd., Robinson Plastics Ltd. and Guild Radio Features (program services, scripts, transcriptions) outright and holds 76% of the stock of the Toronto Maple Leaf Baseball team, winner of the 1960 pennant in the International League. He is also a consultant to CKOY Ottawa, he said, but he has no interest in the station.

In 1944 he bought CKEY in cooperation with a group of Toronto businessmen and shortly thereafter bought them out to become sole owner of the station, he said. In 1950 he talked to Theodore W. Pierson of Pierson, Ball & Dowd, his Washington attorneys, about

# WILLIAM ALLEN WHITE
## would have relished running station WPTR

The sage of Emporia was one of the heroes who made communications what it is today. He'd have relished running WPTR.

Its informal, individualistic spirit, its up and go, its entire modus operendi would have suited him to a T. Like White, WPTR believes that the primary function of any media of communications is to communicate. That's why (tho music is an integral part of our programming) news comes first.

To cover the news WPTR receives reports from correspondents around the world. The amount of contributors is fantastic—almost a million! At the local level 5 mobile units work round the clock. When it's helpful there's even a helicopter available which broadcasts traffic and highway road conditions and covers other important events. The quality of this news is evident 48 times a day. That's how often newscasts are scheduled. News in depth is on the hour. Commentary—at least 12 times a day. Editorials when necessary.

When you couple this with a public service drive for every worthwhile cause that comes along, you've got responsible broadcasting at its very best. And from an advertising standpoint—responsive listenership second to none in this 2,000,000 plus market.

Perhaps that's why local sponsors give it more advertising than the next three stations combined—and why it carries more total advertising than the next two put together. Represented nationally by Robert E. Eastman & Co. In New England—by Foster & Creed.

**WPEOPLETR** 50,000 WATTS
ALBANY-TROY-SCHENECTADY
Duncan Mounsey, Exec. V.P. — A division of SCHINE ENTERPRISES.

the possibility of investing in U. S. broadcasting properties but, he said, he was told this was impossible as long as he was a Canadian citizen. In the winter of 1957-58 he again raised this subject with Thomas Dowd of the same firm, he said, and this time he was told of a way in which this might be achieved. Basically, the plan was to acquire the physical plant and facilities of a broadcast station and to lease them to a company owned by his brother Donald (a U. S. citizen since 1947), with an option to buy the station from Don after he became a U. S. citizen himself (and of course getting FCC approval). If fully disclosed to the FCC, this plan would be workable, his attorneys had advised him. Mr. Cooke testified.

**Assistance to His Brother** ▪ During the interim period before he would acquire U. S. citizenship, Mr. Cooke testified, the benefits of such a deal to him would be the opportunity to make another investment in U. S. property with an acceptable return and at the same time to help his brother Donald.

The transaction would be valuable to his brother too, he stated, since Don would have the benefits of station ownership for five years at least and when the option was exercised he'd have a capital gains benefit. Donald Cooke Inc. would benefit by representing the station, he added.

So, Jack and Donald Cooke began looking for suitable broadcast properties —in Philadelphia (where a deal with Ben Gimbel to buy WIP fell through when Mr. Gimbel organized a syndicate which bought the station), in St. Louis, Louisville, Miami and Los Angeles. But nothing developed until September 1958, Jack Cooke related, when he was in Los Angeles and learned that KXLA might be available and that it was a good buy because its 10 kw could easily be raised to 50 kw. He called on Loyal King, president, general manager and "a senior stockholder" of the Pasadena station, introduced himself and explained his mission. When he left Los Angeles on Sept. 20, 1958, the deal was set, he stated, and on Oct. 10 a contract was signed by Mr. King and Vernon Dobson, secretary of Pacific Coast Broadcasting Corp., then the licensee of KXLA, to transfer the license to Donald Cooke as an individual, subject to FCC approval.

The documents filed with the application to the FCC disclosed all the facts of the transaction, including his Canadian citizenship and the proposed facilities leasing arrangement, Mr. Cooke stated. The FCC questioned the plan and, although Don Cooke replied with reasons why his license application should be granted as filed, the plan was modified to eliminate the option for Jack to purchase the station from Don, at the same time increasing the rental of facilities from $50,000 to $90,000 a year. (Jack Cooke explained that Don's option to buy KXLA would have expired Aug. 31, 1959, and he feared that if the application for transfer went to a hearing, approval might be delayed beyond that date and he might not be able to have the option extended.) With the modification, the FCC approved the transfer on March 25, 1959, and Donald Cooke's company, Eleven Ten Broadcasting Co., assumed control of KXLA on May 1, although Mr. King remained as manager until Mr. Wheatley's arrival on July 1.

**Added Investment** ▪ Since then Jack Cooke said he has put an additional $375,000 into the station to provide working capital. He received demand notes with 5½% interest but no collateral from his brother, he stated. The loans were made partly because of the belief that KRLA would shortly become a profitable operation, partly because "Don had reached the point of no return" and Jack had to go on helping him. Under cross examination he said he had helped his brother previously in March 1946 by putting up the capital to launch Donald Cooke Inc. and that he owns 50% of that firm, although he has never derived any income from it.

During his visit to Los Angeles in July 1959, Jack Cooke said that two or three times said he saw Mr. Schulz, whom he'd met in New York at the request of his brother who hired Mr. Schulz as general manager. He also asked Vernon Dobson (former KRLA accountant) to handle the bookkeeping of Broadcast Equipment Co. (a "miniscule task") and at that time explained to him the accounting system Donald Cooke wanted used at the station. Otherwise, he had no contract with the staff, except for Jack Reeder, chief engineer, who was having problems in connection with the power increase, Mr. Cooke said. This concerned him because his company, Broadcast Equipment Co., was owner of the transmitter and obligated to deliver power to the station.

**Need for Change** ▪ At the end of July Jack Cooke went home to Toronto and when he returned to Los Angeles on Aug. 19, Don told him things were a mess. The dry run the next day verified this, he testified. Between Aug. 22 and Sept. 1, new target date for the change of call, power and program format, he spent most of his time at KXLA trying to recruit, instruct and train a new program staff. Although religious, educational and other public service programs were supposed to be included in the new schedule, he did nothing to prepare them, he said, because he simply didn't have time.

Asked if Don had instructed him to ignore these programs, Jack Cooke replied that on the contrary his brother "kept reminding me of them until I told him it was a case of first things first and we've got to get on the air before we do anything else."

Then, he said, on Aug. 28 (a Friday) he got a wire from the FCC denying KRLA the right to begin using the new power 50 kw, so he called Mr. Dowd who told him the FCC met on Wednesday, but Mr. Cooke said a big promotion campaign had been planned to inaugurate the new program format and the increase in power. He said they were having a big cocktail party on Monday (Aug. 31), with all the important Los Angeles advertisers and agencies invited, to announce the new operation and it would be too embarrassing to have to postpone it. On Monday, he said, he got permission for temporary operation with 50 kw. He said the new programming started Sept. 3 after a final rehearsal that ran until 2 a.m. of that day.

Questioned about the "Find Perry Allen" contest, Mr. Cooke recited a saga of the troubles involved in contacting Mr. Allen, getting good audition tape and engaging him as a morning disc jockey only to find that Mr. Allen could not leave WKBW Buffalo without two weeks' notice. After trying without success to get somebody else for the 6-9 a.m. shift, Jack Cooke said he called Mr. Allen and explained the situation and the need for a strong promotion to compensate for the delay in his arrival. That was on Sunday, Aug. 30, 1959. The next day he suggested a "Find Perry Allen" contest, with a

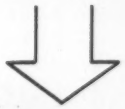
## Eaton sells two, buys two

Richard Eaton, who is the owner of several broadcast facilities, was "out again-in again" at the FCC last week. In one fell swoop, Mr. Eaton sold two stations and acquired two more —all with FCC approval (see CHANGING HANDS). The commission told him, however, that he would have to get rid of some of his holdings in order to comply with the commission's multiple ownership rules. Commissioners Robert T. Bartley and John S. Cross dissented to all four transactions. Mr. Eaton bought WFAB South Miami, Fla., and WBNX New York while selling WTID Newport News, Va., and WARK-AM-FM Hagerstown, Md. He also owns WMUR-TV Manchester, N. H.; WJMO Cleveland Heights, Ohio; WINX Rockville, Md.; WOOK and WFAM-FM Washington, D. C.; WCUY Cleveland, Ohio; WSID Baltimore, Md. and WANT Richmond, Va.

# FROM BORDER TO BORDER-

# FROM THE GREAT DIVIDE TO THE PACIFIC STATES

the West listens to



# KSL Radio

SALT LAKE CITY
50,000 WATTS

## the most influential voice in Mountain America

*Effective November 9, 1960*
*KSL appoints*

John Blair and Company

*as exclusive national representative*

## Overtime for the bookkeeper

The FCC is proposing changes in the annual financial report due from all broadcast stations. The commission announced last week that it was seeking comments (by Dec. 9) on its proposal.

Changes in the form are designed to give the commission fuller information on station finances. It would ask for a condensed balance sheet, an analysis of notes payable, a new income statement and a new breakdown of revenues. These would be added to schedules currently appearing in FCC Form 324.

The commission's rulemaking would also add a new breakdown of sales for tv stations, and payments to owners and officials of all stations filing the reports.

Commissioner T. A. M. Craven dissented to the proposal, without issuing a dissenting statement. He said that it appeared that the commission was "on its way" to interfering in the internal business affairs of broadcast stations with the proposed changes. He stated that he could not see that such detailed information concerning a station's financial operation was necessarily "in the public interest."

The commission's proposal would add new and more detailed information to nearly every section of the form.

prize starting at $10,000 and dropping by $1,000 a day until the day of Mr. Allen's arrival in Los Angeles, when the prize would be $1,000 and would stay at that point until he was discovered.

Mr. Cooke asked Mr. Allen to prepare tapes, emphasizing KRLA's 1110 kc spot on the dial and KRLA along with his name, and rush them to the station. He listened to the first two spots on the tape, then sent it to be broadcast along with live spots ad libbed by the other disc jockeys. On Friday morning, Sept. 4, at about 6:30 a.m., he heard one of the spots "which led me to believe that Perry Allen might be in Los Angeles," Mr. Cook stated.

**Back East** ▪ But Mr. Allen was not in Los Angeles. He was in Buffalo and soon he had called Mr. Cooke to report that he had been located by two men, a Mr. Arlington and a Mr. Zingelli. They also called and claimed the $10,000 Mr. Cooke asked them to get to Los Angeles as soon as possible so the contest might be concluded with the best publicity results. They replied they'd been up all night, driving to Buffalo, but would call him back after they'd had some sleep. "They never did call again," he said.

KRLA immediately began broadcasting an announcement that Mr. Allen had been found and that Messrs. Arlington and Zingelli had won $9,000 thereby (the prize having dropped $1,000 overnight). When the public relations man of KRLA's advertising agency notified him that the men were employes of Crowell-Collier (Owner of KFWB Los Angeles), this was added to the announcements. But after two or three hours the announcements were stopped at the request of KFWB's public relations man, Mr. Cooke testified, who said that he was told Robert Purcell, manager of KFWB, had been up monitoring KRLA and wanted to catch up on his sleep. When no word was recived from Mr. Purcell, Mr. Cooke said he asked his agency's public relations man to keep after him and reported to Donald Cooke what had occurred. The matter subsequently was referred to counsel, he said, Mr. Purcell later was paid the $10,000 prize (BROADCASTING, Nov. 2, 1959).

Jack Cooke left KRLA on Sept. 14, 1959, returned a week later for an hour to introduce Herb Hieman to the staff as the new production manager and that was his last appearance at the station until last week, he said, stating that since Sept. 21, 1959, he has not given any instructions to any one at KRLA.

## Gila stations go silent for a 90-day period

A station which has been in operation since 1938 went off the air Oct. 29 at midnight. KZOW Globe, Ariz., and its fm companion, KWJB-FM, both owned by Gila Broadcasting Co., "went dark" at that time along with four other Gila stations.

The FCC received a request from the Gila company to allow the stations to cease operations for a 90-day period. Other stations included in the request are KCKY Coolidge, KCLF Clifton, KGLU Safford and KVMC Winslow, all Arizona. The stations in these four communities are the only local broadcast facilities. KGLU Safford has also been on the air since 1938.

The request to the commission came because Gila has been beset with troubles for some time. For the fiscal period ending June 30, 1958, the company lost a total of $7,200. A year later that loss was pegged at $36,992, and this year it was computed at $20,600.

It addition, the Gila stations' applications for license renewals have been set for FCC hearing since June 23. The company also has applications pending for sale of the stations to the Earl Perrin Co., a Chicago advertising firm. A spokesman for the firm stated that the hearing order and procedure, coupled with the stations' financial losses during the past few years, gave rise to the request to go off the air for 90 days.

Gila Broadcasting is headed by Lewis F. Long, president.

## Rapid Shave really works on sandpaper

A man's beard may feel like sandpaper, but that rough surface is not really a representation of a man's face.

That was the contention of Federal Trade Commission attorneys in a hearing before FTC Hearing Examiner William L. Pack in New York Oct. 25 as the commission presented its case against Palmolive Rapid Shave and its advertising agency, Ted Bates & Co. The FTC alleged that both firms engaged in "deceptive and misleading" advertising.

Colgate-Palmolive, maker of Rapid Shave, has used tv ads showing the product successfully shaving sandpaper mounted on Plexiglas.

FTC attorney Edward H. Dowd showed the examiner tv commercials and shooting scripts and even a sandpaper-shaving attempt by Kyle Rote, New York Giants football star who has appeared in Rapid Shave tv commercials.

Attorneys for both Colgate-Palmolive and the Bates agency objected to the FTC's line of attack and the charge that Rapid Shave claimed to shave sandpaper "forthwith." They said that the sandpaper first had to be "soaked" with the product.

To prove this point, Brantz Bryan Jr., Bates agency executive in charge of the Rapid Shave account, stated that he could shave all kinds of sandpaper and, forthwith, proceeded to demonstrate by shaving a fresh sheet of sandpaper without prior soaking.

Examiner Pack gave Colgate-Palmolive and the Bates agency 30 days in which to file a motion for dismissal or present witnesses of their own.

## FCC asked to reverse Cunningham's orders

The balky witnesses at the FCC's California hearing on network programs (BROADCASTING, Oct. 31) have asked the commission to rescind the orders of Chief Hearing Examiner James D. Cunningham to produce lists of clients.

Dick Fishell & Assoc. and Promotions Unlimited, two California public relations firms, told the commission that its examiner went beyond the scope of the hearing in asking for lists of clients. During the hearing, they offered to make such lists available to the examiner on a confidential basis but this offer was refused, the two firms stated. They, in

turn, refused to supply such lists on any other basis.

The Music Corp. of America, and Taft Schreiber, MCA vice president, also refused to supply Examiner Cunningham with a list of tv programs for which the firm acts as selling agent. MCA has also petitioned the commission for relief of the examiner's order to make such a list publicly available (AT DEADLINE, Oct. 31).

All three firms have asked the commission to clear up the hearing examiner's refusal to allow their respective attorneys to take an active part in the hearing. Such a refusal meant that they could not be properly represented by counsel, they said.

## Three tv grants

Grants for three new tv stations have been made by the FCC. They include one new vhf and two uhf facilities.

The v goes to Twin Falls, Idaho. The grant was made to Sam Bennion, a petroleum distributor, for ch. 13. The station will operate with 562 w visual and 282 w aural with an antenna height of 30 ft.

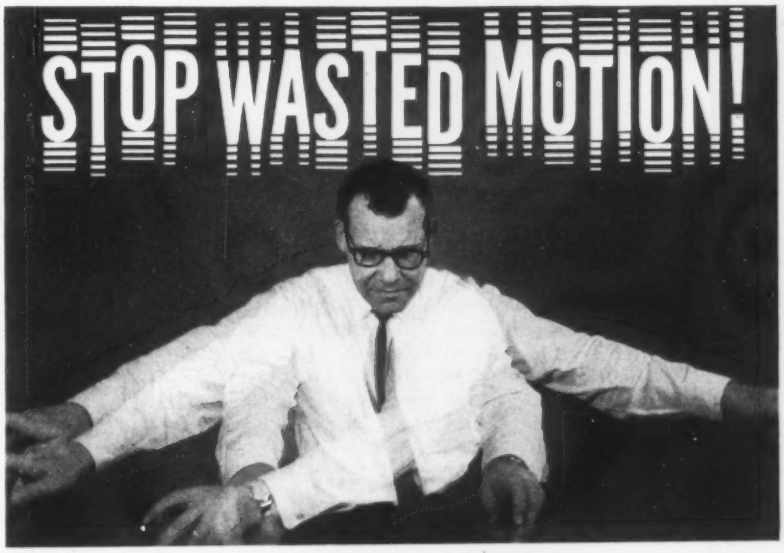
Ch. 27 was granted to Christian Broadcasting Network Inc., Portsmouth, Va. Christian Broadcasting is a nonstock, non-commercial corporation and will operate the station with visual power of 17.4 kw and aural power of 9.33 kw. The new station's antenna will be 380-ft. high.

Turner-Farrar Assn., licensee of WSIL-TV Harrisburg, Ill., was granted a construction permit for ch. 15 Poplar Bluff, Mo. The station will be operated with power of 229 kw visual and 115 kw aural with an antenna height of 620 ft.

## The FCC last week...

▪ Granted more time for the filing of comments in its rulemaking to permit am stations to operate with full carrier and single sideband. The request for more time was filed by Kahn Research Laboratories Inc., which requested the rulemaking in the first place. This is the second extension granted in the proceeding. The new deadline is Nov. 30.

▪ Received reply comments in rulemaking involving tv channel assignments for Alturas, Redding and Susanville, all Calif. California-Oregon Tv Inc., licensee of KIEM-TV Eureka, maintained that ch. 9 should be assigned to Redding and a uhf channel be given to Susanville Cal-Ore will apply for ch. 9 if it is allocated to Redding. KHSL-TV Chico stated that the channel should be given to Susanville, a city without a tv allocation and poor reception. KVIP-TV Redding, which operates on ch. 7, stated that ch. 9 should be assigned to Susanville and the owners of KVIP-TV will apply for the facility if such rulemaking is adopted.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With the Gates Spot Tape Recorder, control room operations are greatly simplified and perfect program continuity is maintained. ***You stop wasted motion!*** Operation is simple and exact . . . you simply move the index lever to the spot your log calls for, push the play button and let Spot Tape do the rest.

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# Delinquents Are Chicken, Texas Is Broke, and Other Trauma

Before you cancel all your Texas time we hasten to add that the headline refers to the state of state finances, as seen by the searching eye of a KHOU-TV camera. Chicken-hearted juvenile delinquents are microscoped by KOTV. Some other trauma: WISH-TV takes a hard look at local school problems, WANE-TV examines woman's place in the local economy, and KXTV x-rays Sacramento's new gold rush.

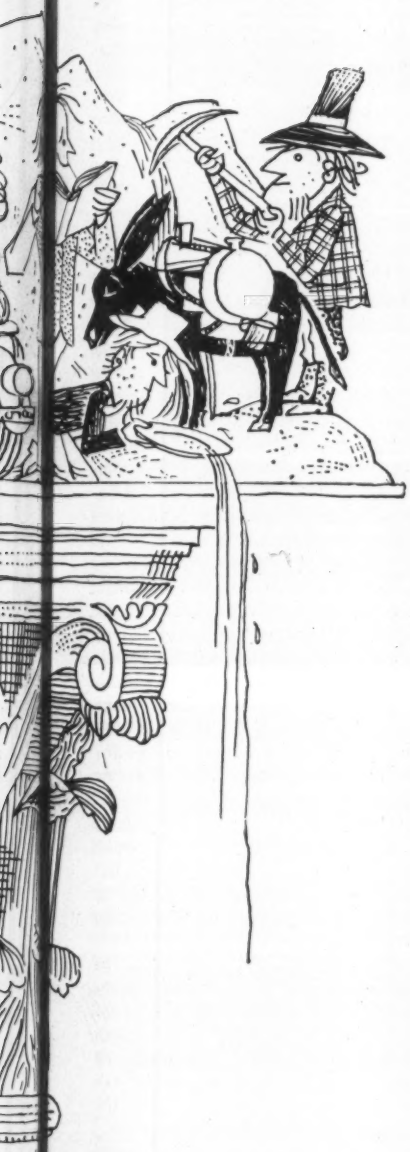
This collective community commentary is a sampling of work in progress on the local Corinthian television front, a variety of riches folks don't have to get up at five in the morning to see. The programs are set for evening viewing in time made available every third week by enlightened *Face the Nation* scheduling on the part of CBS.

Each Corinthian station is mining this prime-time nugget in its own way. Local staffs, confronted with the stimulus of a programming opportunity in evening time surrounded by network competition, are responding creatively. Instead of a canned package designed largely to keep one half-hour from rubbing against another, we have exciting explorations of community life, well-budgeted, lovingly planned, carefully produced, and interesting to area audiences.

They may even be interesting to advertisers —but, sponsored or not, they'll be presented with pride and confidence as local productions mirroring local conditions, in keeping with the Corinthian group's emphasis on individual programming.

*Responsibility in Broadcasting*

**THE CORINTHIAN**



KOTV
TULSA
KHOU-TV
HOUSTON
KXTV
SACRAMENTO
WANE-TV
FORT WAYNE
WISH-TV
INDIANAPOLIS
WANE-AM
FORT WAYNE
WISH-AM
INDIANAPOLIS

epresented by H-R

TATIONS

# Broadcasters tell FAA where its power ends

## THEY SAY ONLY FCC HAS POWER TO REGULATE TOWERS

The Federal Aviation Agency does not have the power to forbid the construction of radio and tv stations. This is what broadcasters and broadcast associations told the FAA last week in comments filed in that agency's rulemaking to require radio and tv stations to submit proposals and locations to the FAA for "determination" as to whether or not they constitute air hazards.

In a lengthy and documented report, the Assn. of Maximum Service Telecasters told the FAA that only the FCC has "exclusive jurisdiction" to grant or deny applications to construct broadcast towers. An examination of the Federal Aviation Act of 1958, AMST said, does not reveal that the FAA was ever given such power. While stating that AMST and its member station are vitally concerned with aviation safety in the broad public interest, the association asked that the rulemaking be withdrawn in favor of further study between the FAA and the FCC.

This stand was iterated by the Federal Communications Bar Assn. and the Assn. of Federal Communications Consulting Engineers. The FCBA recommended the establishment of a joint industry/government committee to study the entire situation and recommend a new procedure.

The FCC already had told the aviation agency that the commission alone holds the responsibility to decide whether or not a broadcast station is built (BROADCASTING, Oct. 24).

**Broadcasters React** ▪ American Broadcasting-Paramount Theatres and the National Broadcasting Company both stated that the Federal Aviation Act of 1958 did not modify the powers of the FCC or grant to the FAA the power to forbid construction of radio and tv stations. The end result of the rulemaking, they said, would be to establish a "double-headed" procedure involving both federal agencies which would prove too costly in both time and money.

WHAS-AM-TV Louisville, Ky., echoed the network sentiments, but Minnesota Mining & Manufacturing, principal owner of the Mutual Broadcasting System, approved the FAA rulemaking. The 3M comment was filed by the chief of 3M's aviation department.

Storer Broadcasting told the agency that as long as the FCC has the authority and responsibility for the allocation of broadcast facilities, it must also have jurisdiction of placement and height of antenna structures. However, Storer also said that the FAA should be notified of proposed antenna construction and has a clear authority to demand such notification.

The National Assn. of Broadcasters, which had filed comments earlier (BROADCASTING, Oct. 31), said that the agency should withdraw its proposed rule since it "would result in wasted time, energy and money for both the government and broadcast applicants..."

**Aviation Interests File** ▪ A large number of aviation and pilots associations filed in favor of the FAA's rulemaking. But the National Aviation Trades Assn. said that it was apprehensive that the rule would excite major opposition from a number of other "public interests," including broadcasters. While in favor of the proposal, the association suggested that the agency keep its procedural requirements as simple as possible.

It also suggested that the rule's "notice criteria" should be limited to encompass only those constructions which might constitute a hazard.

The Aeronautics Commission of the State of Wisconsin found the rule objectionable since it "does not provide for the State's role in the regulation of tall structures."

# Stations vs catv case to be argued

First argument in the broadcast industry's legal suit against community antenna systems will take place Thursday (Nov. 10) in a San Francisco court.

Argued will be a motion for summary judgment submitted by three Salt Lake City tv stations, KSL-TV, KCPX-TV and KUTV (TV). The three stations brought their suit last year against Cable Vision Inc., a Twin Falls (Idaho) community antenna system and its affiliated Idaho Microwave Inc. The latter plans to bring Salt Lake City tv signals to Twin Falls. It received permission to begin construction Dec. 22, 1959, but the grant was protested by KLIX-TV Twin Falls. This protest has been set for hearing and the grant stayed by the FCC.

The oral argument on the motion will be made before federal district Judge William Sweigert in San Francisco. Arguing for the Salt Lake stations will be Harold Cohen, Washington. Representing the Twin Falls catv operators will be A. Stratford Smith, Washington, and George Schiffers, New York.

In the suit filed against the Twin Falls catv system, the three Salt Lake tv outlets ask that Idaho Microwave Inc. be enjoined from bringing their signals and programs to Twin Falls. Involved are the rights of tv stations in their signals and programs. The Twin Falls cable company and the microwave firm are principally owned by W. L. Reiher.

# 'EX PARTE' CASES DRAG ON AND ON

## Miami ch. 7 protests filed, FCC rejects other petitions

The FCC hearing examiner erred in his initial decision in the Miami ch. 7 *ex parte* case, three of the four parties to that case told the FCC last week.

At the same time, the commission turned down two petitions for reconsideration on two other off-the-record cases: by the Boston *Herald-Traveler* to reconsider the July 14 decision in the Boston ch. 5 case, and by North Dade Television Corp., to reconsider the July 14 Miami ch. 10 decision.

**Examiner Erred** ▪ Three of the four parties in the reopened Miami ch. 7 case told the Commission last week that the hearing examiner erred in finding they were disqualified from further consideration because of alleged off-the-record contacts with commissioners.

Only one of the original four Miami ch. 7 applicants favored Examiner Horace Stern's initial decision. This was Sunbeam Tv Corp. Sunbeam was the only applicant found untarred by the ex parte brush.

The other three applicants, filing exceptions to the examiner's September recommendations, were Biscayne Television Corp., whose WCKT (TV) Miami was the successful grantee in 1956; East Coast Television Corp. and South Florida Television Corp.

In his initial decision (BROADCASTING, Sept. 19), Judge Stern recommended disqualification of these three applications on the grounds they had made behind-the-scenes approaches to then FCC Commissioner Richard A. Mack. This left only Sunbeam in the clear for a new grant. Judge Stern also recommended voiding of the 1956 grant to Biscayne.

The initial decision determined that Biscayne principals enlisted the aid of Ben A. Fuqua, vice president of the Florida Light and Power Co. and that Niles Trammell, former president of NBC; James M. Cox Jr., president of the *Miami News,* and John D. Pennekamp, associate editor of the *Miami Herald,* spoke to Mr. Mack about the case at various times while it was pending before the FCC.

The examiner found that South Florida used Perrine Palmer Jr. and Thurman Whiteside, both friends of Mr. Mack, to intercede with him in its behalf and that East Coast had engaged Miles H. Draper, Tampa attorney and Republican political figure to bring pressure on Mr. Mack.

Biscayne is owned equally by principals of the *Miami News* (Cox) and *Miami Herald* (Knight), with Mr. Trammell holding the controlling 15%. South Florida is owned by a group headed by Jack Stein, and East Coast by Richard Mead.

Sunbeam is principally owned by Sidney D. Ansin, Miami businessman who has large real estate holdings in the state.

**Indiscretions Are Not Disqualifying** ▪ Biscayne told the FCC that Judge Stern erred in establishing an indiscretion as a disqualifying impropriety "of awesome consequence." The WCKT brief stated that "it may be said that Biscayne's acceptance of Fuqua's assistance was unwise," but the initial decision improperly evaluated the weight of the evidence in describing the Fuqua incidents and erroneously omitted critical facts.

East Coast maintained that the examiner failed to take into account the fact that Mr. Draper went beyond his instructions. It also stressed that the initial decision was based partly on "unreasonable inferences."

South Florida claimed that there is no evidence in the record that any principal of South Florida spoke to any commissioner while the case was in an adjudicatory "posture," that Mr. Whiteside's contacts with Mr. Mack were for the purpose of obtaining information about irregular pressures by other applicants, and that Mr. Palmer was not asked to speak to Mr. Mack by South Florida.

Sunbeam seconded the findings of Judge Stern.

**WHDH Plea Denied** ▪ The request of the *Boston Herald-Traveler* that the FCC reconsider its July 14 decision which voided the 1957 Boston ch. 5 grant to the newspaper's WHDH Inc. was turned down last week.

The commission said it was not persuaded that its findings about purported WHDH off-the-record contacts with then FCC Chairman George C. McConnaughey were in error.

"We do not agree," the FCC said, "that the record here creates no more than a mere suspicion of wrongdoing."

It added that it saw no merit in the contention that additional findings about the activities of other applicants were needed. It also chided the *Boston Herald-Traveler* for implying that commission counsel suppressed evidence which would have cast discredit on Allen B. DuMont Labs., Greater Boston Television Corp. and Massachusetts Bay Telecasters Corp.

The FCC decision held that WHDH-TV must give up its grant because of the conversations of Robert B. Choate, *Herald-Traveler* publisher, with then FCC Chairman McConnaughey. Also, the commission determined, Massachusetts Bay must receive a black mark because of the activities of Forrester A. Clark, Massachusetts Bay vice president, with political figures and with Chairman McConnaughey.

The commission voided the WHDH-TV grant, and ordered the four applicants to submit briefs so it could make a new decision. WHDH and Massachusetts Bay were not disqualified, but the impression was strong they had one strike against them.

The Boston ch. 5 decision has already been stayed by the U.S. Court of Appeals (BROADCASTING, Oct. 17). Early last month, the court told the FCC that it was wrong in issuing a final decision since the case was still under the jurisdiction of the judiciary. It told the FCC that it wanted its recommendations only, in 30 days.

This point was the basis for Commissioner Robert E. Lee's dissent to last week's denial. He said he would not have ruled on the petition until the court's order was clarified.

Commissioners T. A. M. Craven and Charles H. King did not participate in last week's ruling.

**North Dade Turned Down** ▪ The FCC last week denied a petition by North Dade Video Inc. which sought reconsideration of the commission's July 14 decision in the Miami ch. 10 case.

Commissioner Robert E. Lee dissented, and Commissioners T. A. M. Craven and Charles H. King did not participate.

In its July 14 decision the commission found all except one of the four applicants in the Miami ch. 10 case tainted because of *ex parte* representations to commissioners. The only one cleared of this was L. B. Wilson Inc., which was awarded the channel in place of National Airlines' WPST-TV.

WKAT Miami was the fourth appli-

### Welcome to the lodge

The FCC's newest member and his wife were guests of honor Oct. 21 at a reception given by the Broadcasters Club of Washington. Here Commissioner Charles H. King and Mrs. King pose with a cake presented at the party. About 100 club members and wives and all members of the FCC attended.

cant for the ch. 10 facility.

North Dade Video asked the FCC to reconsider, rehear and to set for oral argument the July 14 opinion.

National Airlines has asked the U. S. Court of Appeals in Washington to review the decision.

## Reno ch. 4 fight may narrow to three bids

Applicants for ch. 4 in Reno, Nev., are dropping like flies.

Latest to ask the commission to dismiss its application is the Electron Corp., doing business as Reno Telecasting Co. Electron told the commission that its recent grant of a construction permit for ch. 3 in Douglas, Ariz., prohibits the firm from spending further time in Reno. Electron is a wholly-owned subsidiary of Ling-Altec Electronics, Inc. (James J. Ling, chairman).

Earlier, the Nevada Broadcasters Fund, Inc., headed by Alex Gold, asked for dismissal of its ch. 4 application because it was unable to find a suitable transmitter site. Hearing Examiner Jay A. Kyle dismissed the application with prejudice. The Broadcast Bureau pointed out, in a hearing Oct. 14, that a transmitter site should have been found prior to the filing.

Another ch. 4 applicant, Comstock Telecasting Corp., has asked that its application be amended for ch. 2 rather than ch. 4. Comstock is a firm headed by Robert L. Stoddard, owner of KBET Reno.

If all of the drop-outs are granted by the FCC, only three applicants will remain for the Reno channel. They are Circle L Inc. (E. L. Cord, owner of KFAC Los Angeles); Sierra Tv Co. (owned by Chronicle Publishing Co., licensee of KRON-TV San Francisco) and Rocky Mountain Tele Stations (Harriscope Inc., owner of KTWO-AM-TV Casper, Wyo.).

## Consolidated Sun Ray registers with SEC

Consolidated Sun Ray Inc., Philadelphia, which among its subsidiaries operates WPEN-AM-FM Philadelphia, WSAI-AM-FM Cincinnati and WALT Tampa, has filed a registration statement with the Securities & Exchange Commission for 1,012,750 outstanding shares of common stock. According to the prospectus these shares may be offered for sale by the holders from time to time on the American Stock Exchange or in private transactions at market prices current at the time of offering.

The prospectus does not detail broadcast earnings separately. William B. Caskey, a director of the corporation, is executive vice president of WPEN and president of WSAI and WALT at an annual salary of $37,000. Harry S. Sylk, chairman of the board of the corporation, holds a similar position with WPEN. William H. Sylk is corporation president and president of WPEN.

Net sales for the year ended Jan. 31, 1960, were $63,414,647. A net loss of $792,652 before special item deductions was reported, equal to a net loss of 12c per share. The corporation operates a large retail drug store chain, women's and children's apparel stores and recently acquired Dollar Vitamins Co., in addition to broadcasting interests.

## Government briefs . . .

**How much mileage?** ▪ The Federal Trade Commission has announced that General Motors Corp. has agreed to cease misrepresenting the results of gas tests in advertising of the 1960 Corvair. The commission said GMC agreed to stop representing that the Corvair would deliver 33 miles per gallon of gas under normal driving, or that it would deliver any gas mileage figure not in accordance with the facts.

**New sentence** ▪ Alexander L. Guterma, one-time president of MBS, was sentenced by federal court in Washington last week to 8 to 24 months in prison and fined $10,000 for failing to register as foreign agent. Case involved 1959 charge that he had accepted $750,000 from Dominican Republic to carry political propaganda on air under guise of news. Sentence goes on top of term he now is serving for withholding information from the SEC.

**NLRB and WJIM** ▪ A trial examiner's ruling that Gross Telecasting Inc. (WJIM-AM-FM-TV) Lansing, Mich., had engaged in unfair labor practices was upheld Nov. 4 by National Labor Relations Board. The board recommended Gross Telecasting cease certain practices listed as unlawful questioning of employes about membership in National Assn. of Broadcasting Employes & Technicians or other labor groups; threats of economic reprisals or offers of economic benefits in connection with union activity. NLRB dismissed a complaint that an employe, Lester Garten, had been illegally discharged.

# NETWORK REGULATION & STATION SALES

### Harris says next session of congress will study these areas

The door was opened slightly last week on what the next session of Congress may have in store for broadcasting —and according to one legislator, it will deal with the regulation of networks and the possibility of imposing limitations on station sales.

The congressional doorman was Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee. It is this committee which oversees radio and tv legislation.

Mr. Harris made his comments at a breakfast meeting at the 35th Anniversary celebration of *Grand Ole Opry* in Nashville, Tenn., on Friday.

The next Congress, he said, will have to determine "whether the networks shall be held accountable as co-trustees together with individual broadcast licensees in serving the public interest.

"Congress will further have to decide what limitations should be placed on the transferability of broadcast station licenses."

Network programming is more important to stations than local programming, Rep. Harris stated. Also, he added, many radio and tv stations have become "speculative" properties and "capital gains rather than public service to the community has become the watchword for some speculators who are broadcasters in name only."

**New Look** ▪ Congress will, therefore, have to re-examine the promises on which American broadcasting is based, Mr. Harris said. It must look into such varied questions as:

"What happens to the opportunity for local self-expression on radio and television stations? What happens to the need for developing and using local talent in radio and tv programming? What happens to programs designed to serve minority groups and special tastes?"

Congress, Mr. Harris continued, does not want to hand over to the FCC control over radio and tv programming—or to any other government group.

". . . I certainly do not believe that the American people would want us to give such a mandate to any group of government officials no matter how admirable their background and how benevolent their intentions might be."

But the Commerce Committee chairman, who also was chairman of the Legislative Oversight committee which dug into the rigged quiz and payola scandals, added:

"On the other hand, the airwaves belong to the American people and they are not licensed to individuals and corporations to be used exclusively for their own personal financial gain, but they are licensed so that the American people may receive the benefit of an important public service. I know some broadcasters have been outstanding in rendering service to their communities. . . ."

## FTC seeks court order on plugola specialists

The Federal Trade Commission, which has had the same difficulty trying to get testimony as to how "plugs" get on the air and who pays whom for getting there as the FCC had last month (BROADCASTING, Oct. 24), has gone to court for help in getting the answers to its questions.

Last week the FTC asked the U.S. District Court in Los Angeles to order Fred Kline and Walter D. Kline & Assoc., Dick Fishell and Dick Fishell & Assoc., Mary Rothschild and Promotions Unlimited, along with Martin Hersh, president of Universal Recorders, to tell the FTC what they have refused to say at closed hearings on advice of counsel. Several of these indiduals and firms refused to testify at the FCC hearing in Los Angeles on the advice of their attorney, Oliver B. Schwab of Beverly Hills, who argued that their activities as public relations counselors put them outside the scope of the FCC hearing on programming practices and also that the ground rules of the hearing left them without proper right for representation by counsel.

Mr. Schwab has filed an appeal with the FCC in Washington, D. C., asking that the subpoenas issued by Chief Hearing Examiner James D. Cunningham for his clients be dismissed. The issues are the same with the FTC, he said. Its proper concern is with unfair competition in trade and advertising, not the public relations field, and the FTC's refusal to permit him to testify at its hearing is just as wrong as the similar action of the FCC examiner. This is an issue which should be fought through the courts, to the Supreme Court if necessary, he said.

Argument on the FTC request for court action will be heard by U.S. District Judge Harry C. Westover, probably before the end of the year.

## The catv shouting dies as protesters back down

The squabble between microwave relay firms and tv stations, now in hearing procedures before the FCC, seems to be ending in an area of mutual agreement. Petitions to have protests and applications dismissed have been pouring into the FCC with certain regularity.

The protest filed by WTVI (TV) Fort Pierce, Fla. (BROADCASTING, Oct. 24), against Southern Transmission Corp. has been withdrawn, subject to FCC approval. The station and the microwave relay firm have gotten together to settle differences. They filed a joint petition to have the protest dismissed. Southern Transmission is seeking to carry Palm Beach and Miami tv station signals into Fort Pierce and Vero Beach, Fla.

KGNS-TV Laredo, Tex., has also informed the commission that it will not further pursue its prosecution of a protest against Mesa Microwave Inc. Mesa is seeking to carry Dallas and Fort Worth tv signals into Laredo. Reason for the backdown, while not yet officially filed, is reported to be an amicable agreement between KGNS-TV and Mesa Microwave.

Mesa Microwave has also been seeking to carry tv signals to a catv in Tallahassee, Fla. It has asked that its application be dismissed since the catv operator in Tallahassee now has no need for the tv signals. WCTV (TV) Thomasville, Ga., had protested a cp grant to Mesa.

Antennavision Service Co., which is seeking to carry Phoenix, Ariz., tv signals into Yuma, has filed a joint petition with KIVA (TV) Phoenix to dismiss the KIVA protest. Antennavision recently purchased KIVA (CHANGING HANDS, Sept. 19).

## EQUIPMENT & ENGINEERING

# ELECTRONIC AGE SOON DUE

### New uses for consumer electronics predicted with production upped by 40% in five years

A 30% to 40% rise in electronics consumer product production in five years was foreseen last week by E. R. Taylor, executive vice president of consumer products for Motorola Inc., and chairman of the committee of the same name of Electronic Industries Assn.

Tv unit production, he predicted, will move from 6 million to 8 million . . . home radios, from 3.5 million to 4.8 million . . . clock radios from 2.8 million to 3.9 million . . . portable radios from 4.6 million to 6.5 million . . . stereo from 3.0 million to 5.5 million.

And that's not all, Mr. Taylor estimated. The future growth of consumer products in the electronic field will be in the field of increased miniaturization (wrist radios for transmitting and receiving are "fast approaching," he said), and increased reliability.

Mr. Taylor was the principal speaker at the annual fall meeting of the EIA in Syracuse, N. Y.

**Electronic Home** ▪ New uses for electronics for the home will spark a continued expansion of the consumer market, Mr. Taylor said. He visualized the entrance of the radio-tv manufacturer into such fields as fire and burglar alarms, home video tape recording, newspapers delivered by facsimile, closed circuit tv for watching children, invalids and answering door bells, the commercial refinement of the electronic oven and tv in every room.

He also foresaw new uses for electronics in the automobile (heating, windshield wiper, brake adjustment, anti-collision devices), and for leisure time activities (an electronic golf ball which contains a tiny transmitter to signal its location, reduction in swimming and boating accidents, and safety in the hunting season.)

In the more common radio and tv field, Mr. Taylor called on manufacturers to move forward with multiplex radio, color tv, and improved speakers, antennas, pictures and stability.

Among discussions in the technical sessions, the more than 200 engineers heard reports on:

▪ Stereo for the aural channel of tv systems, by Robert B. Dome, GE, and in the am band, by J. Alvins, RCA Labs.

▪ A proposal that the present aspect

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
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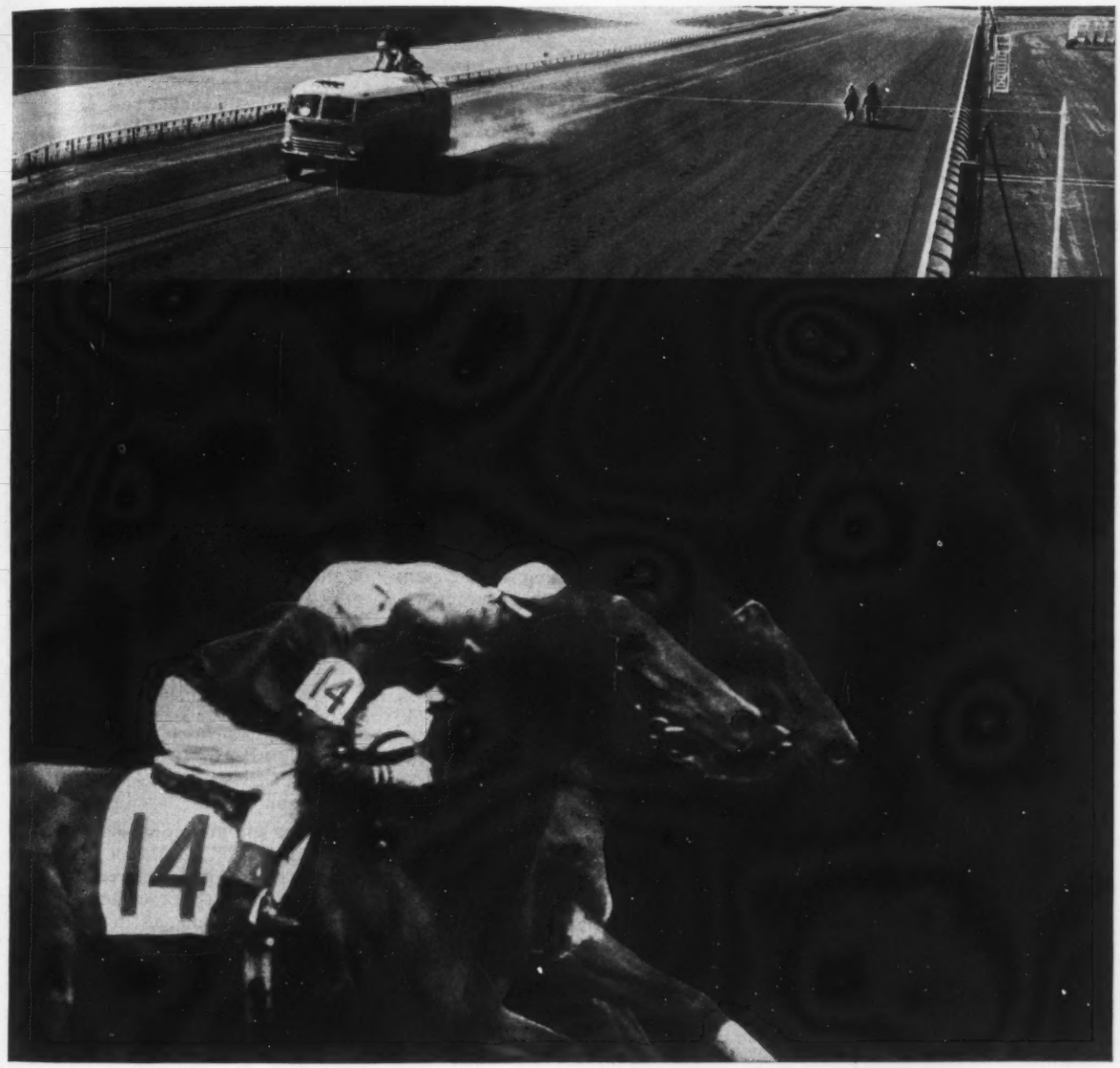
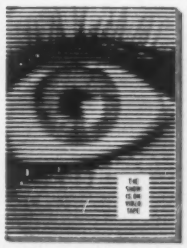



# Seven "live quality" commercials wrapped up in one day with "SCOTCH" BRAND Video Tape!

While the stage manager cued the jockeys down the stretch and the cameraman caught the action from the roof, a complete production crew inside a Mobile Video Tapes, Inc. truck *directed and recorded seven race track commercials in one day* for Union Oil Company.

Such a production schedule was possible only with "SCOTCH" BRAND Video Tape . . . first choice for lifelike reproduction! The director was able to monitor the action while it was happening, and see a playback immediately after each take. Editing was done on the spot and combined with other portions of the commercial. And each complete commercial was "in the can" while the whole crew was still on location.

"SCOTCH" BRAND Video Tape has revolutionized the industry. For hard sell commercials or big budget specials, tape cuts production costs to the bone, eliminates fluffs, makes schedules more flexible and, most importantly, gives the production a "live" look. Its uses are limited only by your imagination.



**BOOKLET—Send for "The Show is on Video Tape," a series of 6 case histories of tape productions. Include 25c in coin for each copy and mail to: 3M Co., Box 3500, St. Paul 6, Minn.**

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## A satellite's eye-view of the ionosphere

Man is taking a close-up look at the ionosphere—that body of charged gasses which make possible intercontinental radio communications—as well as DX broadcasting.

The dream of two generations of radio scientists is being brought to reality through Explorer VIII—a satellite expressly designed to probe the ionosphere through direct measurement.

Explorer VIII, with eight separate experiments inside its 90-lb top-shaped casing, shot aloft last Thursday from Cape Canaveral, Fla. It was put into its 258-1, 423-mile orbit via a Juno II rocket.

A "scientific dream," the aluminum satellite was put into space with a payload that is intended to measure such secrets of the ionosphere as positive ion and electron composition and temperature. The satellite is measuring the upper portion of the ionosphere. This layer of ionized particles begins about 50 miles above the earth and extends several hundred miles into space.

Explorer VIII, which makes a complete pass around the earth every 113 minutes, also contains equipment to register and measure micrometeorite "hits." This experiment will be turned on later.

All the information is being telemetered back to earth stations over six channels, carrying 77 separate pieces of data. Only one transmitter is being used, on 108 mc and 138 mc, with an average radiation of 100 milliwatts from a cloverleaf antenna.

**90-Day Wonder** ■ The expected lifetime of the experiments will be from two to three months, but the satellite is expected to continue in orbit for several years, National Aeronautics & Space Administration said.

NASA said a special payload equipped with a number of radio transmitters operating on different frequencies and levels of power will be launched in the future to further explore the Heaviside Layer via radio propagation techniques. This is the use of transmissions, which are known, through the ionosphere and a comparison of received signal strengths and other factors with what they theoretically should be.

One significant facet of the present experiment is to find out what effect there might be on radio propagation through the passage of the satellite through the ionosphere.

Other space activities:

■ Tv signals have been bounced 1,800 miles from a tv station in Recife to Porto Alegre, both Brazil, via the passive communications satellite Echo, it was reported last week. The report said that each time Echo passed over the area, both pictures and sound of the Recife station were received "clearly" in Porto Alegre.

■ The sensitivity of tv over a photographic plate was utilized last week at the Kitt Peak National Observatory near Tucson, Ariz., when the light from the M-15 globula cluster of stars, tens of thousands of years away, came through the observatory's 36-in. telescope and became visible on a tv screen. Dr. William Livingston who has been working on the tv system for the last 18 months, explained that tv is more sensitive than a photographic plate "by a factor of 50 to 100."

ratio for tv pictures (4:3) be revised in order to better utilize present bandwidth and to produce improved resolution and contrast at the receiver, by E. D. Schuster, Sylvania, and C. E. Torsch, Rola.

■ The use of the Nuvistor triode tube in uhf television tuners, by C. Gonzales, RCA.

■ The processing of picture displays at the receiver location for a narrow bandwidth tv system in order to enhance geometrical contours, by J. R. Hefele, Bell Labs.

## UN satellite system urged by Philco head

International space communications, including intercontinental relay by satellites, should be provided by a system operated through the United Nations, James M. Skinner Jr., president of Philco Corp., said last week. Philco made the Courier satellite now in orbit under Army sponsorship.

"We will shortly have the technical capability to establish an entirely new and economical way of providing all kinds of communications between all the countries of the world," Mr. Skinner said. Just how soon, however, seems to be in dispute among the satellite and rocket experts, but the National Aeronautical and Space Agency has invited private industry participation in the satellite program and American Telephone and Telegraph Co. has filed with FCC for approval of an experimental satellite (BROADCASTING, Oct. 31).

"It seems almost essential" that the satellites "be under control of some world body to avoid the opportunity for unscrupulous people to play on the fears and superstitions of less-informed peoples of the world," he said. "These worries, concerns and possible misunderstandings could best be avoided by having the United Nations provide the service, be responsible for the satellites and guarantee their innocence." Mr. Skinner spoke Nov. 3 at Palo Alto, Calif., before the Peninsula Manufacturers Assn. on the occasion of an announcement by Philco of a $5 million expansion program for the firm's western development laboratory there.

## Tarzian making recording tape

Sarkes Tarzian Inc., Bloomington, Ind., has established a new magnetic recording tape division. The new professional quality high fidelity tape will be available through selected electronic parts distributors immediately, the company announced.

Sarkes Tarzian is a leading producer of semiconductor devices in production quantities and manufactures tv and fm tuners, fm radios and broadcast equipment. The company's initial tape offering is a general purpose ¼-inch tape with 1½ mil acetate base, available in 150, 600 and 1,200 foot lengths on 3-inch, 5-inch and 7-inch reels. The new tape features special coating, priming and binding techniques to improve resistance to temperature and humidity and high tensile strength to minimize breakage. Uniformity without distortion is held for all recording frequencies, according to the manufacturer.

## 3M sales up $40 million in first nine months

Minnesota Mining & Mfg. Co. reports net sales of $140,133,725 for the third quarter and $403,146,898 for the first nine months of 1960 in an interim report released to shareholders last week.

Reflected in the statement are sales for the Mutual radio network and Revere Camera Co. since their respective acquisitions April 1 and Aug. 1 this year. Sales figures otherwise are on a fully consolidated basis, including all domestic and foreign companies, for the entire nine-month period.

Nine month sales, with net income of $50,134,365 equal to 98 cents per share, compared with sales of $363,332,469 and income of $45,698,317, or 89 cents a share, for the same period in 1959.

Sales for three months ended Sept.

30 exceeded the $125,973,824 racked up for that quarter last year, with quarterly earnings rising from $16,101,243 (32 cents a share) to $17,768,363 (35 cents per share) in 1960.

## Low bids on new VOA station

Two Texas electronic companies, Alpha of Texas Inc. and Continental Electronics Mfg. Co. of Richardson, Tex., have submitted low bids to the U. S. Information Agency for construction of the Voice of America east coast radio station at Greenville, N. C. Low bid was $12,173,000.

USIA estimates the total cost of the station at $25,345,850 and says it will be the most powerful long-range broadcasting station in the world. It will give the Voice of America stronger signals to Europe, Africa, the Mideast and South America. Target date for completion is late 1962.

## Technical topics...

**Price cut** ▪ Minnesota Mining & Mfg. Co., St. Paul, maker of Scotch brand video tape, has announced the fourth price reduction in two years on that tape. The price will decrease 10% in all sizes and price brackets. For example, the price of a roll of standard hour-long tape has dropped $22.84—from $228.41 to $205.57—when bought in lots of 48 or more. Along with previous cuts, this represents a reduction of nearly 33% under the price of the first video tape marketed in 1956. A 3M spokesman cites improved methods of making the tape as the reason that the company can now sell an hour-long roll for $100 less than two years ago.

**New office** ▪ Raytheon Co. has opened a commercial sales office in Detroit and has expanded its Dallas office. Edward J. Kukula, district manager for the company's Distributor Products Div., and Robert Broderick, district sales manager for the Semiconductor Div., will headquarter in the new offices in the New Center Bldg., Detroit. The newly expanded Dallas office, now located at 3511 Hall St., will be headquarters for Robert W. Goedjen, district manager for semiconductor sales, Charles B. Douglas, Distributor Products Div. district manager, and Buddy J. O'Toole, industrial components sales engineer.

**E & E news** ▪ Joe Cunningham, freelance engineering and science writer, announces formation of a news operation to service radio stations. The service plans to supply a weekly file of engineering and science news for broadcasters' use in daily newscasts, with the offer made to non-conflicting radio subscribers. Address is P. O. Box 7482, San Diego 7, Calif.

**Closed circuit camera** ▪ Tele-Tronics Corp., Garden Grove, Calif., is introducing a high-resolution type television camera, with the option of built-in sound channel for intercom and educational tv applications requiring crisp voice communications. The camera is portable and can be installed merely by plugging it into an outlet.

# TV set sales hold up but production drops

Radio and tv set sales for the first nine months of 1960 continued above the comparable period in 1959, but production slumped somewhat in tv and gained in radio. Production of fm radio sets were almost double the number produced in the same January-September 1959 period.

Production and sales figures for the January-September periods, as reported by the Electronic Industries Assn. last week, were:

| Period | Production | Sales |
|---|---|---|
| **TELEVISION** | | |
| Jan.-Sept. 1960 | 4,373,121* | 4,100,541 |
| Jan.-Sept. 1959 | 4,488,857* | 3,811,754 |
| **RADIO** | | |
| Jan.-Sept. 1960 | 12,408,377** | 6,348,421† |
| Jan.-Sept. 1959 | 10,927,252** | 5,285,878† |

* includes 332,458 tv with uhf tuners in 1960; 285,867 in 1959.
** Includes 4,780,922 auto radios and 677,410 fm radios in 1960; 4,151,846 auto radios and 367,804 fm radios in 1959.
†Excludes auto radio sales.


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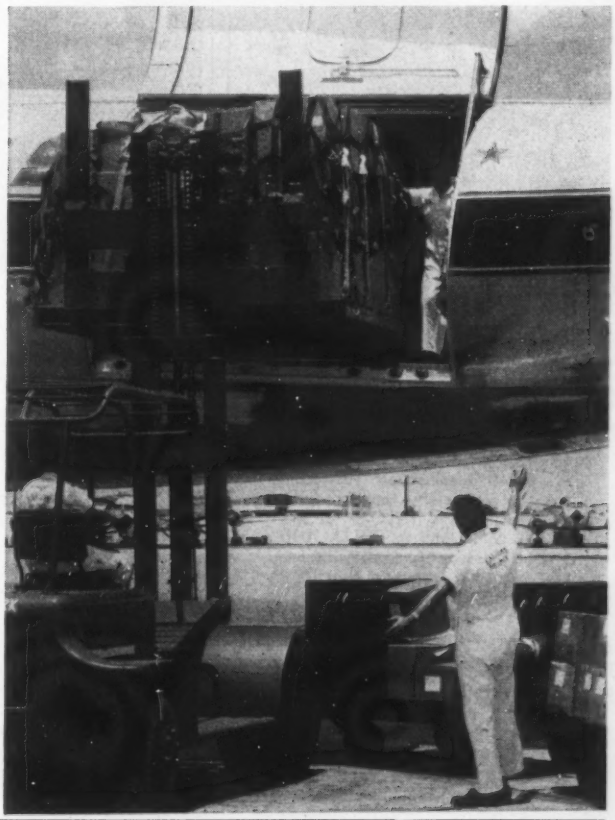
In addition, Eastern offers freight space on over 400 daily passenger flights—including DC 8-B Jets and Prop-Jet Electras—to 128 cities in the United States, Canada, Bermuda, Puerto Rico and Mexico.

For Information and Freight Reservations, call your Freight Forwarder, Cargo Agent or Eastern Air Lines.

EASTERN AIR LINES



THE PICTURE HAS CHANGED

WITHIN THE ALBANY SCHENECTADY TROY MARKET

**WAST** Lucky Channel 13, is the *ONLY* area TV station posting *consistent* and *considerable* day and nighttime audience *gains.*

*SELL* Where People *BUY*

*call your* H-R *man*

*REGIONAL TV POWER*

with one buy!
one rate card!

KELO tv LAND

Total coverage of 103 counties in South Dakota, Minnesota, Iowa, Nebraska and North Dakota.

KELO-LAND is a fantastic 73,496-square mile market. You merely nibble at the fringes of it from Minneapolis or Omaha. Only ONE tv facility blankets all 103 counties — completely, simultaneously, no gaps! That's KELO-tv SIOUX FALLS, S. D. and its KELO-LAND booster hookups. And all with one rate card. No tv buy is a national buy without KELO-LAND.

CBS - ABC

**KELO-tv SIOUX FALLS; and boosters**
**KDLO-tv Aberdeen, Huron, Watertown**
**KPLO-tv Pierre, Valentine, Chamberlain**

**JOE FLOYD, President**

Evans Nord, Gen. Mgr. — Larry Bentson, V.P.
Represented nationally by H-R
In Minneapolis by Wayne Evans & Assoc.




## BBC to push overseas sales of its tv shows

The BBC, the non-commercial broadcasting service in Britain, is expanding a commercial area of its activities: the sales in foreign countries, especially in the United States, of popular tv program series.

Ronald Waldman, general manager of BBC-TV's promotions department, which encompasses all of the unit's commercial and business operations, said in New York last week that BBC-TV is preparing two new series to supplement three that already are in or are headed for distribution in various countries throughout the world. The reason: the BBC believes it has the know-how and the facilities to produce "some of the best" programs in the world and wants the tv industry outside of Britain to view its popular, as well as its cultural-public service programming.

Mr. Waldman noted that such program series as *The Third Man* (produced in cooperation with National Telefilm Assoc.) and the *Royal Canadian Mounted Police* (produced in cooperation with the CBC) already have been sold in the U.S., while the *Churchill Memoirs* (produced in association with ABC-TV) will begin on ABC-TV in January. Two other programs that are designed for the international market, Mr. Waldman said, are *Zero One* that will be produced with MGM-TV and centers around the exploits of airline security forces throughout the world and *Inspector Maigret,* a BBC-TV production that currently is being made in Britain and France on film and tape.

Various BBC television programs have been available in the U.S. for several years, including individual dramas and documentaries, but Mr. Waldman pointed out that these were conceived primarily for the British market. The current BBC approach, he said, is to mount some series that will find an international marketplace.

As an indication of the BBC's global-mindedness, Mr. Waldman said that in the BBC fiscal year ended last April, 550 individual programs were sold in 28 markets.

## An international agreement

Discussing terms of an agreement between The Hashemite Kingdom of Jordan and Syracuse U.'s Television & Radio Center are (l to r) King Hussein of Jordan, Dr. Eugene Foster of Syracuse U. and George Hamilton, manager in Amman from Syracuse.

Under the new contract the university will supervise initial commercial operations of the national Hashemite Broadcasting Service for two years. It became effective Oct. 1. Station advertising representatives have been employed by the university in New York and London to sell time on the radio service.

Jordan has been operating a powerful radio transmitter since March 1959 which broadcasts throughout the Middle East from Cairo to Baghdad and from Beirut to Kuwait. Headquarters are in Jordan's capital, Amman.

University personnel will operate the station while training Jordanians until 1962 when the Jordan government will take over operations. Wasfi El Tell, director-general of the Hashemite Broadcasting service stated in connection with the agreement that commercial operation would be a means of making the station "even more effective because it will be more responsive to the needs of our people in the Middle East and will have more funds with which to operate."

## Rogers protests Canada ban on color television

"The vested interests are trying to stop the development of color television," Ted Rogers, vice-president of CFTO-TV Toronto, Ont., told the Aurora, Ont., Board of Trade. "No board, no governmental agency and no organization of any sort in the history of the world ever stood long against progress. You cannot stop technological progress."

Mr. Rogers was lashing out at the recent ruling of the Canadian Board of Broadcast Governors and the Dept. of Transport against color telecasting at present. No Canadian tv station has been given permission to telecast in color, though a number of stations are ready to do so.

Mr. Rogers stated that the station had only been told it could not telecast in color after it had ordered equipment to do so. The station is to go on the air on Jan. 1 as Toronto's second tv station. He said that no objection was raised by the BBG or the Dept. of Transport when the station received its license, though the use of color equipment has been dealt with in its application for a license last March. He said the BBG showed little confidence in Canadian ability in ruling against color telecasting until it had been further developed in the United States.

A number of other Canadian tv stations have also prepared for telecasting in color, including CFPL-TV London, Ont., CFTM-TV Montreal, CHCH-TV Hamilton, Ont., and CHAN-TV Vancouver, B. C. The BBG ruled against color telecasting due to the slow development in the United States and the high cost of color receivers in Canada, where the cheapest is $750.

## Swiss announce plans for television festival

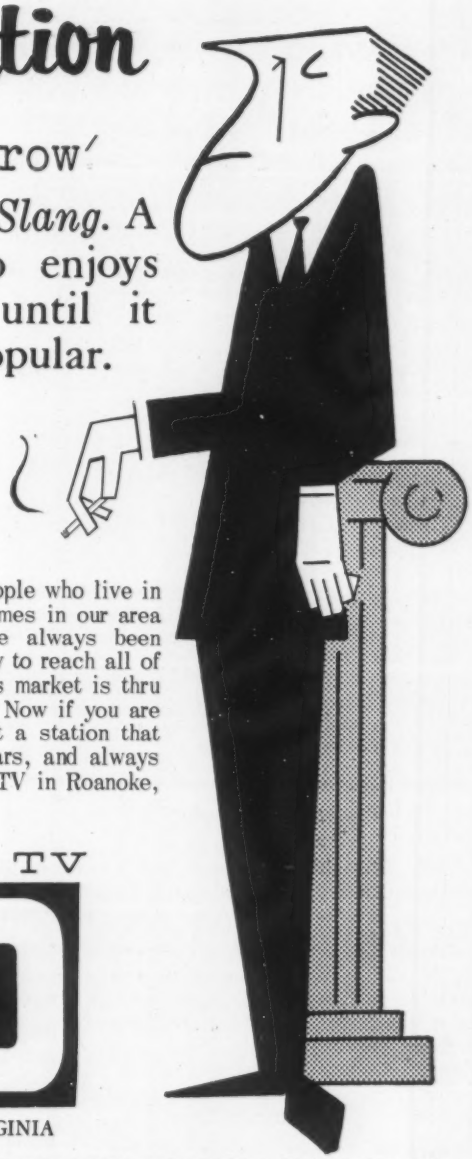
The European Broadcasting Union has endorsed plans for an "International Festival of Television Arts & Sciences" that will be Swiss-sponsored and held May 15-27 at Montreux (Switzerland).

The EBU action, which holds weight in broadcast matters on the European continent, was taken at a meeting in Trieste in mid-October. The world festival—which expects to draw participation and attendance from electronics and broadcast firms from all over the world—features a trade fair for exhibition of tv equipment and developments. Another highlight planned includes a judging of the best variety television program (EBU in working with festival officials asked for the single category limitation). The city of Montreux along with the Swiss Tv Authority are sponsoring the event.


definition

high'-brow'

(hī' brou'), *n. Slang.* A person who enjoys something until it becomes popular.



You couldn't call the people who live in the some 448,000 TV homes in our area highbrows, for we have always been popular. So the best way to reach all of the non-highbrows in this market is thru non-highbrow WSLS-TV. Now if you are a non-highbrow and want a station that has been popular for years, and always will be...then, try WSLS-TV in Roanoke, Virginia.

WSLS · TV

NBC 10

ROANOKE, VIRGINIA

NATIONAL REPRESENTATIVES, BLAIR TELEVISION ASSOCIATES

Newest among the leaders serving America's greatest radio market!

More audience per dollar than any other leading radio station in greater Los Angeles!

DIAL 1110 / 50,000 WATTS

KRLA

RADIO LOS ANGELES

Represented by DONALD COOKE INC.

## BROADCAST ADVERTISING

Mr. Carver

**Jack K. Carver,** former vp and associate media director at Doherty, Clifford, Steers & Shenfield, N. Y., appointed associate media director of Lennen & Newell, that city. Mr. Carver will supervise media planning, development, contact and analysis for certain accounts. He also will participate in planning and development for all agency's accounts as member of five-man department planning group.

**William M. Ennis Jr.,** account executive on International Latex Corp. for Ted Bates, N. Y., elected vp. Mr. Ennis joined Bates as account executive in 1959, after six-year association with McCann-Erickson, N. Y., as account supervisor.

**John Murphy** appointed executive producer for commercial and industrial divisions of Filmaster, N. Y. He formerly was vp of radio-tv production at Kenyon & Eckhardt, that city.

**Wilbur E. Dewell** elected board chairman of Lanolin Plus (hair dressing), Newark, N. J.

**Alvin Griesedick Jr.** and **Bruce Wightman** elected vps of Falstaff Brewing Corp.

**William Ziegler Jr.** and **Roland Lesser** join New York office of Del Wood Assoc., advertising agency, as account executive and media research manager, respectively. Mr. Ziegler was with J. Walter Thompson and Mr. Lesser formerly was advertising manager of Longines-Wittnauer watches.

**Lloyd W. Durant,** former vp and radio-tv director at Parkson Adv., N.Y., joins Lennen & Newell, that city, as account executive on Best Foods Div., Corn Products Co. account.

**Harold P. Gerhardt,** Doherty, Clifford, Steers & Shenfield, N. Y., appointed vp and associate executive director for tv art.

**Jeanette LeBrecht, John F. White Jr.** and **Albert V. Lowe** all elected vps in New York office of Grant Adv. Miss LeBrecht, with Grant since August, is now chief media buyer. Mr. White is account supervisor on Monarch Wine and Mr. Lowe is international account supervisor.

**Richard E. Fisher** named vp and director of newly-created pr department of Fletcher Richards, Calkins & Holden, N. Y. He has been with agency since March.

**Kenneth Mason,** formerly with Kenyon & Eckhardt and Earle Ludgin & Co., Chicago, appointed vp and chairman of executive committee at Cunningham & Walsh, that city.

**George Weissman,** executive vp and director of Philip Morris Inc., N. Y., elected chairman and chief executive officer, Philip Morris Overseas. **Ross R. Millhiser,** vp and assistant chief of operations, named to director of marketing, Philip Morris Inc.; **John E. Cookman,** vp-diversification, elected treasurer. **Hugh Cullman,** previously treasurer, elected vp and assistant chief of operations; **Clifford H. Goldsmith,** assistant to vp-subsidiaries, becomes vp-subsidiary relations.

**Louis A. De Cesare,** former general sales manager, Ruppert Brewery, N. Y., named vp and director of marketing.

**Harlan Davis,** formerly of Fuller & Smith & Ross, N. Y., joins Kudner Agency, that city, as producer in tv department.

**Ernie Simon,** formerly radio, tv and motion picture personality, joins Adler Ltd., Washington, D. C., advertising-pr agency, as director of radio and tv.

**Fred Norman,** previously account executive at Paul H. Raymer Co., station rep, Chicago, to broadcast media group at J. Walter Thompson Co., that city.

**Walter H. Nelson,** formerly publicity and pr director of Reach, McClinton & Co., N. Y., and more recently vp and general manager of CandyGram Inc. and assistant to president of Stevens Candy Kitchens, Chicago, appointed operations director at Herbert M. Kraus & Co., Chicago pr firm.

**Chester MacCracken** joins creative staff of Remington Adv., Springfield, Mass.

**Donald F. Clemens,** formerly account executive at BBDO, N. Y., joins General Time Corp., Westclox Div., as product manager.

**Ken Mahler, James B. Colborne** and **William C. Schaefer** join Huff & Northlich, Cincinnati advertising and pr agency, as copywriter, assistant account executive and assistant production supervisor, respectively.

Mr. LaVene

**Norval LeVene** appointed manager of Los Angeles office of Fuller & Smith & Ross. Mr. LaVene was one of founders of Stromberger, LaVene, McKenzie, Los Angeles, which merged with FSR last January.

**Edward Tabibian,** formerly merchandising manager, household products division of Colgate-Palmolive Co., N. Y., joins Frank B. Sawdon Inc., that city, as account executive on new business development.

**Barbara Rumbaugh Johnson,** columnist for *San Fernando* (Calif.) *Valley Times,* joins pr staff of Enyart & Rose Adv., Los Angeles.

**William F. Sherry,** formerly general manager of WVOX-AM-FM New Rochelle, N. Y., to S. E. Zubrow Adv., Philadelphia, as media director and account supervisor.

**Herbert H. Strauss,** previously commercial producer-director of program development at Ben Sackheim Inc., appointed radio-tv production manager in New York office of North Adv.

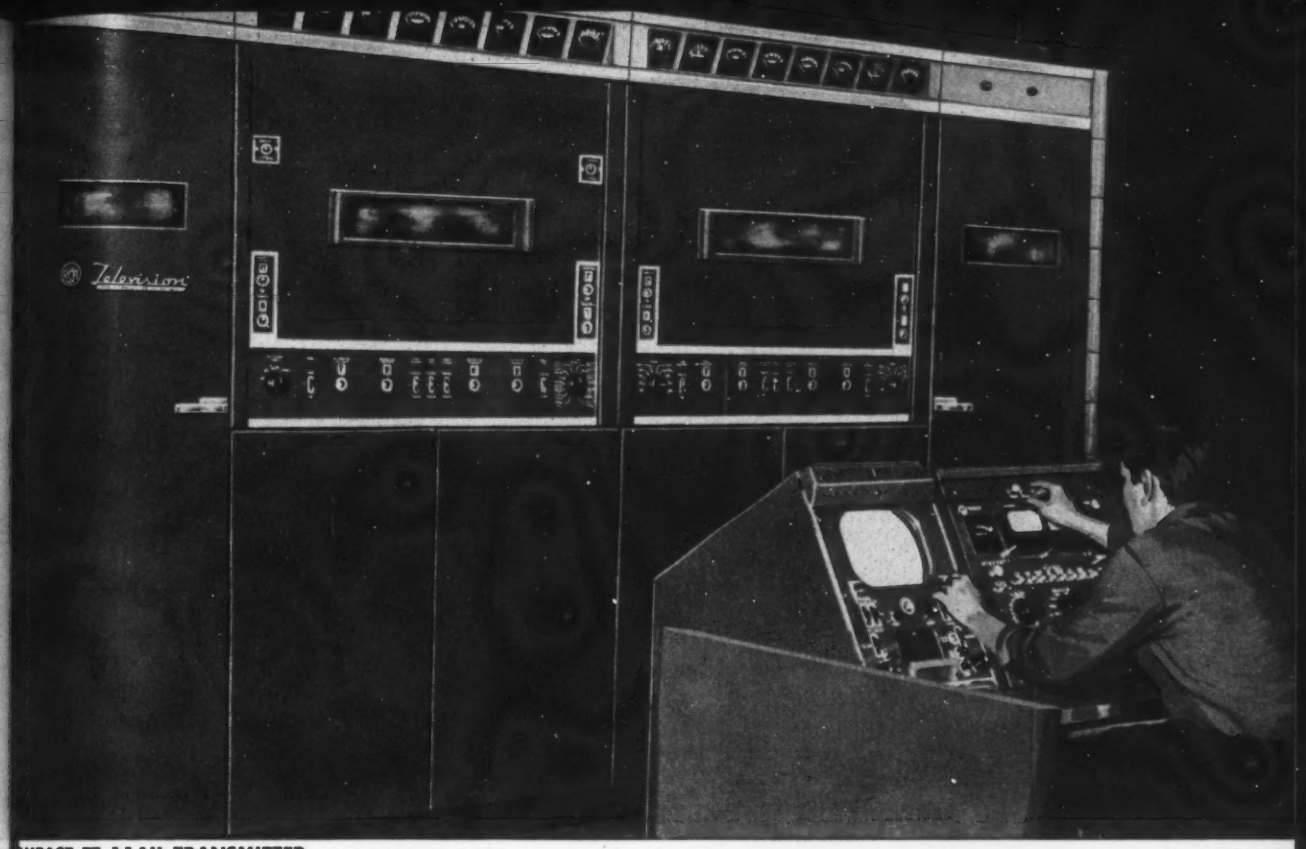
## THE MEDIA

**Charles W. Stone** appointed general manager of KIOA Des Moines, Iowa. He formerly was vp and general manager of WAMS Wilmington, Del. He also is owner of KDAC Ft. Bragg, Calif.

**Ed Bonham** appointed local sales manager of WAVY-AM-TV Norfolk-Portsmouth-Newport News, Va. **Allan G. McLellan,** formerly with McCurry, Henderson, Enright, Norfolk advertis-

## New officers elected by Quality Group Radio

**Scott McLean,** general sales manager of Crosley's WLW Cincinnati, elected president of Quality Radio Group, succeeding **Ward L. Quaal,** vp and general manager of WGN-AM-TV Chicago. Others elected: **Stanton P. Kettler,** executive vp of Storer Broadcasting Co., vp; **Daniel D. Calibraro,** assistant to Mr. Quaal and pr manager of WGN Inc., as secretary-treasurer. Mr. Quaal had headed QRG since its formation in 1954. Named directors for two-year terms (expiring Nov. 1962) were **William O. Wiseman,** station manager of WOW Omaha, Neb., and **Charles Gates,** general sales manager of WGN Radio, plus Messrs. McLean and Kettler. Elected for three-year terms (expiring Nov. 1963) were **John L. Vath,** manager of WWL New Orleans; **Donald McGannon,** president of Westinghouse Broadcasting Co.; **Robert Cooper,** station manager of WSM Nashville, Tenn., and **Robert S. Smith,** program manager of WOR New York. QRG met last week in Chicago.



OMPACT TT-11AH TRANSMITTER

# Features of the RCA 11 KW VHF Transmitter that have clicked with engineers and managers

**(features that make it easy to operate and improve performance)**

1. **UP TO 180,000 WATTS E.R.P.**—when combined with an RCA high-gain antenna. Channels 7-13. Or can be used as a driver to obtain higher power.
2. **WALK-IN DESIGN ACCESSIBILITY**—Improved walk-in design, introduced with the TT-2BL and TT-6AL Transmitters, is an invaluable feature of the TT-11AH. A wide aisle is provided inside the enclosure between the front-line racks and power supply components to the rear. All components are readily accessible from this aisle.
3. **TUNING SIMPLICITY**—All tuning adjustments can be made from the front of the transmitter with power applied. Power amplifier cavity has been greatly simplified, and no change in frequency-determining components is required to tune to any high-band VHF channel.
4. **WIDE AMBIENT TEMPERATURE RANGE**—Operation over a wide ambient temperature range is provided by thermostatically controlled cooling of all mercury-vapor rectifier tubes.
5. **QUIET OPERATION**—All tubes and components, other than the mercury-vapor rectifier tubes, are cooled by one main blower in a sound-insulated enclosure.
6. **OVERLOAD PROTECTION** prevents extensive damage in case of circuit fault. If overload is momentary, operation is immediately restored while light remains on to indicate point of overload.
7. **DESIGNED FOR REMOTE CONTROL**—Provisions have been made for remote metering and control of all necessary functions from a remote point. These facilities may also be used to control the transmitter from a central point in the transmitter building.
8. **FEWER TUBES AND COMPONENTS TO STOCK**—Fewer spare tubes and components need be stocked since the same tube types are used in both aural and visual rf chains.
9. **ILLUMINATED METERS**—A row of large illuminated meters, mounted on a sloping-front panel for ease of reading, shows all important currents and voltages.
10. **IMPROVED COLOR PERFORMANCE**—Built-in linearity correction, accurate intercarrier frequency control, and dc on power amplifier filaments are features included for outstanding color performance.

*Get the complete story from your RCA Broadcast representative; or write for descriptive literature to RCA, Dept. N-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal*

RCA Broadcast and Television Equipment, Camden, N. J.

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

Advertisement

# Television Views

**By Tom Chauncey**
*Pres. KOOL Radio-TV*
PHOENIX, ARIZONA

## SEASONING OUR SALAD

Gasoline would be a disconcerting substitute for dressing such as vinegar on a tossed salad! Reverberations proposing that American broadcasters adopt European practices are quite as impractical. Observing European experience we can perceive, however, things we do not want.

TOM CHAUNCEY

The Soviet policy controlling radio and TV is "Support the basic ideologies of communism, of the Communist Party."

Government boards of both the British Broadcasting Corporation and the Independent Television Authority are appointed by the government and may be dismissed at will, while the BBC's license requires the corporation to broadcast any announcement which any department of the government requests.

With two separate broadcasting systems, the case for commercial television seems proven, in Britain, as a scant 30% of the viewers watch BBC's non-commercial programs while a robust 70% of the British audience watches the commercially operated system.

Superior programming for broadcasts in Europe or America demands the financial support of business. The fabulous CBS programs of today are evidence of the endorsement of commercial TV by American business and by the American public. Turn to KOOL-TV, CBS CHANNEL 10 at 6:30 P.M. THURSDAY for "LIPPMANN ON LEADERSHIP."

*REPRINTED FROM THE ARIZONA REPUBLIC AND PHOENIX GAZETTE, WEDNESDAY, OCTOBER 12th, 1960.*

ABP
ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS
In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

ing agency, to WAVY-TV as account executive, succeeding **Bill Eure** who resigned.

**Dick Sherman,** formerly general manager of KISN Portland, Ore., to KICN Denver in similar capacity. **Thomas P. Duggan** appointed sales manager of KICN.

**J. M. McDonald,** in broadcast management for 18 years, appointed manager of KIRT Mission, Tex. He was first president of Texas Assn. of Broadcasters.

**George Wallace,** formerly assistant manager of KTKT Tucson, Ariz., to KCUB, that city, as general sales manager. **Jack Trustman** joins KCUB as account executive.

**Earl W. Steil** promoted from sales staff to sales manager at WJJD Chicago. He formerly was with CBS, New York, WBBM Chicago, WLW Cincinnati and KMOX St. Louis.

**Fred C. Maltz** appointed general sales manager of KFBB Great Falls, Mont.

**Glenn Flynn,** with WOW Omaha for 25 years, named supervisor new facilities of WOW-AM-TV, now merged.

**Albert L. Harmon,** on engineering staff of WTTG (TV) Washington, promoted to technical operations supervisor.

**Victor Camerucci** joins sales staff of WLOS-TV Asheville, N. C.

**Harry Ager** joins WOL Washington as time salesman.

**M. B. (Bud) Johnson** appointed film director of KTRK-TV Houston, succeeding **Hugh Pickett** who becomes member of station's commercial sales staff.

**Jack W. Hartig** promoted from assistant to chief engineer at WABX (FM) Detroit. Other changes: **Mike Wilton,** program director; **Kenneth T. Hanson,** chief announcer; **Frances le Clair,** personality.

**Peter B. Wolcott** named program director of KPRK Livingston, Mont. He has been station's director of engineering.

**Jim Palmer,** formerly air personality at WMBD Peoria, to WCVS Springfield, both Illinois, as program director.

**Thomas W. Brookmyer,** formerly on sales staff of *Look Magazine,* joins WJBK-TV Detroit in similar capacity.

**Harold Hirschman** and **Bill Jones** join sales staff of KELP-TV El Paso, Tex. **Tom Burnett** joins KELP Radio in similar capacity.

**Tom Sullivan,** formerly with WJW Cleveland, to NBC Radio Spot Sales, Chicago, as account executive.

Mr. Barton

Mr. Romine

**T. K. Barton,** executive vp of KARK-AM-TV Little Rock, Ark., promoted to president. **Douglas Romine,** vp and station manager, becomes executive vp.

**Mrs. Virginia Pate,** general manager of WASA Havre de Grace, Md., appointed chairman of education committee of Maryland-District of Columbia Broadcasters Assn. **Thomas S. Carr,** vp and general manager of WBAL Baltimore appointed chairman of political committee.

**Norman Knight,** formerly president of Yankee Network and currently president of Knight Management Corp., Boston, appointed co-chairman of national committee of leading Americans to establish new American Freedom Center at Valley Forge, Pa.

**William E. Clark,** formerly program director at WLEU Erie, Pa., to WEEP Pittsburgh as promotion director.

**Jack Mahoney,** formerly on sales staff at WIBG Philadelphia, to WRCV, that city, in similar capacity, succeeding **Joe Frazier** who joins NBC Radio Spot Sales staff, New York.

Mr. Morrow

**Jerry Lee Morrow,** writer and reporter for WSPD Toledo, Ohio, awarded The Earl Godwin Memorial Fellowship for 1960-61 academic year at Columbia U. Graduate School of Journalism. Fellowship is provided annually by NBC in memory of Mr. Godwin, who was Washington correspondent for NBC before his death in 1956.

**Bob Lyte** appointed advertising director and film buyer for WLBW-TV Miami. At one time he was promotion director of WWL-TV New Orleans.

**Ed Robbins,** program director at WVIP Mt. Kisco, N. Y., named network coordinator, Herald Tribune Radio Network, with headquarters at WFYI Garden City, Long Island.

**Dave Dary,** formerly managing news editor of KTSA San Antonio, Tex., joins CBS News, Washington, effective Nov. 15.

**Johnny Canton,** formerly chief announcer-music director at KOKO War-

# On the moon . . . and under it

Sometime soon a man will thrust to the vast regions of outer space in an effort to reach the moon.

On the day of the moon-shot certain other things will also happen. A woman will telephone her grocer. A man will sail a boat. A boy will play a trumpet.

Anaconda takes part in both worlds. For example, we manufacture radar and special communications cables, nuclear reactor cables and guided missile cables. They are made to exceedingly rigid specifications and close tolerances. They are dependable.

Anaconda also makes telephone wires and cables—the kind you'll find in your own local phone system. We develop and produce strong, rustproof marine metals for boat screws, fittings and fastenings. Many fine trumpets play better because their bells and tone chambers are electroformed with our "Plus-4"® Phosphorized Copper Anodes. Through these products as well as through constant development of new copper sources, Anaconda keeps pace with today's needs—big *or* little.

We like to think that our spaceman will land safely on the surface of the moon. But we're not forgetting that people will continue to live and work in their accustomed ways—under the light of that same moon. Anaconda will be there. On the moon . . . and under it. 60186 A

ANACONDA®

rensburg, Mo., to KZIX Ft. Collins, Colo., as news director-disc jockey.

**Charles Arlington** appointed news director of KFWB Los Angeles. He has been member of station's news staff.

**Tom Franklin** joins KTLA (TV) Los Angeles as member of news staff.

**Bryant Brosche,** musical director of WJXT (TV) Jacksonville, Fla., transfers to news and public affairs department as co-producer of *Project 4.*

**Lee Whitehead,** formerly air personality at KROD El Paso, Tex., to WCMS Norfolk, Va., as news director.

**Malcolm Gentry** joins Hollywood office of KDAY Santa Monica, Calif., as newscaster.

**Mrs. Dorothy Mugford** appointed manager of promotion and community antenna system liason for WNEP-TV Scranton-Wilkes-Barre, Pa. She formerly was with WDAU-TV Scranton.

**Don Deems** joins KMTV (TV) Omaha, Neb., as assistant art director.

**Ron Leppig,** formerly with WGN-TV and WIND, both Chicago, to WGEZ Beloit, Wis., as promotion director-air personality.

Mr. Wagner

**Morton J. Wagner,** executive vp and director of Bartell Stations and general manager of KYA San Francisco, resigns to head newly-formed group of prominent industry leaders who will enter broadcast ownership field. New firm will headquarter at suite 800, 111 Sutter St., San Francisco. **Lee Bartell,** managing director of Bartell group, assumes supervision of KYA in addition to similar duties at KCBQ San Diego.

## American tourists—Radio Free Europe style

American broadcasters on an inspection tour of Radio Free Europe's facilities take time out to huddle with West Berlin Mayor **Willy Brandt** (center in photo above). They are: (l to r) **Herbert C. Ohrt,** vice president and general manager of KGLO-TV Mason City, Iowa; **Esther Van Wagoner Tufty,** president of American Women in Radio & TV; **E. K. Hartenbower,** vice president and general manager of KCMO-AM-FM-TV Kansas City; Mayor Brandt; **John H. Pool,** president of KBIG Hollywood; **Herbert B. Cahan,** program manager of WBZ-TV Boston. The tour was in connection with Radio Free Europe's 10th anniversary of broadcasting behind the Iron Curtain.

**Les Keiter,** WMGM New York sportscaster, named sports director and director of special events.

**Pat Michaels,** newscaster at KTLA (TV) Los Angeles, to KABC, that city, as head of *Candid Session,* nightly discussion program.

**Don McNeill,** m. c. of ABC Radio's *Don McNeill's Breakfast Club,* on the air for 28 years, signs new five-year contract.

**Hart Jenks,** formerly newscaster at KXRX San Jose, Calif., to KETV (TV) Omaha, Neb., as air personality.

**Mark Flanagan,** formerly with WEEP Pittsburgh, to WERC Erie, Pa., as air personality.

Mr. Bandy

**John E. Bandy II,** formerly air personality at WUST Washington, D. C., appointed assistant to general manager of WDAS Philadelphia. He will be responsible for programming and public service activities.

**Jack F. Miller** joins KPLR-TV St. Louis as personality. He will handle puppet show and appear in commercials.

**Richard B. Ullman** joins KYA San Francisco as local account executive.

**Arthur Eisenstat** named director of merchandising and marketing of KPLR-TV St. Louis. He was in charge of station's advertising and promotion.

**Steve May** and **Ray Rice** join announcing staff of WALK Patchogue, Long Island, N. Y. They formerly were with WMMW Meriden, Conn., and WICC Bridgeport, Conn., respectively.

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## PROGRAMMING

Mr. Adler

**Jerome H. Adler,** formerly legal representative in international commodity and book publishing fields, joins American Federation of Musicians, N. Y., as New York counsel.

**John R. Allan,** Client Service supervisor at M-E Productions, Chicago, named vp.

**Peter G. Robinson** named vp in charge of programs, and **Leon I. Mirell,** vp in charge of administration and business affairs, for Selmur Productions, N. Y.

**Albert Chance** and **Howard Grafman** join Fine Music Hi-Fi Broadcasters Inc., N. Y., as representatives in San Francisco and Chicago, respectively.

**Casper Chouinard,** formerly with Independent Television Corp., and **Charles M. Richter,** formerly with MCA-TV, form Tele-Talent Inc., Minneapolis. New firm will act as sales agent for independent producers and distributors of tv programming. Address of company is 1513 Forshay Tower, Minneapolis. Telephone: Federal 5-4245.

**Fenton Earnshaw** elected president of tv-radio branch of Writers Guild of America West. **Hy Freedman** was named vp with **Phil Leslie** elected secretary-treasurer. Action follows recall election at general membership meeting of branch on Oct. 26 (BROADCASTING, Oct. 31). Mr. Earnshaw replaces **Kay Lenard,** ousted in recall battle.

Mr. Merriman

**Tom Merriman,** formerly president of Commercial Recording Corp., Dallas, and founder of KVIL, that city, forms Tom Merriman Productions. New firm will specialize in production of music for radio and tv commercials, motion pictures, sales meetings and stage presentations. Firm's address: 3101 Routh St., Dallas, Tex. Telephone: Riverside 8-2130.

**Terri Brady,** media director of Fletcher Richards, Calkins & Holden, Los Angeles, resigns to join Queen For A Day Inc., that city, as assistant to president.

**Hal Hudson,** formerly with Four Star Productions, Hollywood, and head of own production company to produce for tv wing of Paramount Pictures, joins Ralph Edwards Productions, that city, to supervise development and production of several new tv series.

**Mort Green,** tv and radio writer, joins Jerry Lewis Productions, Hollywood, as creative assistant in planning of future motion pictures and tv film properties.

**James Moore,** formerly supervising film editor at Warner Bros. TV, joins 20th Century-Fox-TV as executive assistant in charge of post production.

**Bob DeVinny,** formerly with KYA San Francisco, establishes own film rep company, that city, to handle west coast representation of major film companies. New firm is located at 1736 Stockton St., San Francisco.

Mr. Heim

**Jack Heim** appointed director of feature sales for Seven Arts Assoc., N. Y. He will have charge of eastern U. S. sales. Mr. Heim formerly was account executive with United Artists Assoc.

**Marshall E. Ormond,** formerly district sales supervisor for Kaiser Aluminum Co., Chicago, and **Thomas P. Miles,** formerly with Ziv-TV, to NBC-TV Film Sales as account executives on Chicago staff of California National Productions. Mr. Ormond will headquarter in Minneapolis, covering Minnesota, Wisconsin, Iowa and North and South Dakota; Mr. Miles in Kansas City, covering Kansas, Nebraska and Oklahoma.

**Charlotte Lee,** formerly in commercial tv film department of Benton & Bowles, N. Y., to Keitz & Herndon, Dallas producer of tv commercials and business films.

**Ed Scannell** appointed northwestern sales representative for Screen Gems with headquarters in Seattle, Wash.

**Stephen C. Trivers,** WHRB-FM Boston, appointed director of New England operations for American Radio News. **Jack Gibson** named Boston bureau chief.

## EQUIPMENT & ENGINEERING

**Richard G. VanInwagen** appointed manager of engineering administration of General Electric Co.'s tv receiver department in Syracuse, N. Y. **Morris E. Boyles** named manager of components engineering.

**Orphie R. Bridges,** vp of Arvin Industries, named chairman of new radio section of Electronic Industries Assn.'s consumer products division.

**Fred Lucas** appointed sales manager of magnetic tape division of Sarkes Tarzian Inc., Bloomington, Ind. He formerly was assistant sales manager of semi-


E

E·lec·tive
(ē-lĕk′tĭv). *adj.*
1. exerting a power of choice; choosing
2. *e.g.* **wmca**'s editorial support of a Presidential candidate—unprecedented in radio.

the straus broadcasting group
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**wbny** BUFFALO ■ Jack Masla & Co., Inc.
**rpi** RADIO PRESS INTERNATIONAL

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conductor division.

**Joseph H. Roberts,** formerly project engineer with RCA broadcast department, to Industrial Transmitters & Antennas, Lansdowne, Pa., as chief engineer.

Mr. Ramback

**Frederick G. Ramback** appointed national sales manager of Ampex Professional Products Co., Redwood City, Calif. He formerly was with Pacific Telegraph & Telephone in charge of private lines for broadcasters. In new position he will be in charge of all sales for professional audio and tv equipment manufactured by Ampex.

**Walter C. Byrne Jr.,** formerly of Hallicrafters Co., appointed manager for microwave marketing at RCA, communications and controls division. **Haddon S. Wilson** named custom microwave project manager, and **Norman E. Edwards** becomes manager, microwave engineering.

**Otto Fried,** formerly chief engineer at Knight Electronics Corp., Chicago, appointed manager of electronics circuits section at Shure Bros. (hi-fi equipment, electronic devices), Evanston, Ill.

## GOVERNMENT

**Daniel J. McCauley Jr.,** formerly general counsel to Federal Trade Commission, named commissioner at Securities & Exchange Commission, succeeding **James C. Sargent** who resigned Oct. 21.

**Edward K. Mills Jr.** appointed member of Federal Trade Commission. Mr. Mills, former deputy administrator of General Services Administration, was given a recess appointment to fill unexpired term (to Nov. 1, 1963) of **Edward T. Tait** who resigned last month to enter private law practice.

## INTERNATIONAL

**R. E. Misener,** CFCF-TV Montreal, elected president of Central Canada Broadcasting Assn. **John Moore,** CHLO St. Thomas, elected first vp, with **William T. McGregor,** CKCO-TV Kitchener, Ont., second vp; **Gordon Keeble,** CHIC Brampton, Ont., secretary; **Gordon Garrison,** CKLB Oshawa, Ont., treasurer; and **Al Bestall,** CKCY Sault Ste. Marie, Ont.; and **Karl Monk,** CHOK Sarnia, Ont., both directors.

**C. Warren Reynolds,** president of Ronalds-Reynolds & Co. Ltd., Toronto and Montreal, elected president of Canadian Assn. of Advertising Agencies, whose 45 members place 92 per cent of all national advertising in Canada. **D. R. McRobie,** president of Cockfield, Brown & Co., Ltd., Toronto and Montreal, elected first vp of CAAA, with **J. E. McConnell,** president of McConnell, Eastman & Co., Ltd., London, Ont., as second vp. **R. C. Baker,** vp of Baker Adv. Ltd., Toronto, elected secretary-treasurer.

**Hal E. Cooke,** station manager of CKEY Toronto, appointed general manager, and **Don W. Insley,** program director, named station manager.

**Don MacDonald,** director of information services of Canadian Broadcasting Corp., named pr officer for Toronto area. **Robert S. Bryden,** CBC national supervisor of publications, to director of information services at Toronto.

## ALLIED FIELDS

**Robert J. Dubin** joins The Center for Research in Marketing (research firm), Peekskill, N. Y., as director of research.

## DEATHS

**Harold G. Murphy,** 49, market research supervisor at Needham, Louis & Brorby, Chicago, died in automobile accident Oct. 27 in that city which also claimed lives of **Leslie M. Miles,** 63, commercial artist at Waldie & Briggs, and **Carl Berggren,** 38, head of advertising art studio bearing his name.

Mr. Danforth

**Harold P. Danforth,** 55, formerly president and general manager of WDBO-AM-FM-TV Orlando, Fla., died Oct. 31 following brief illness. Mr. Danforth, broadcasting pioneer, was associated with WDBO since its founding in 1924. He was president until May 1957 when Cherry Broadcasting Co. became licensee but remained as general manager until September of 1959. Mr. Danforth was member of board of CBS Radio Affiliates, former president of Florida Assn. of Broadcasters and member of Broadcast Pioneers.

**Dr. Charles F. Lindsley,** 66, educator and radio supervisor of The Div. of Adult Education for California State Dept. of Education in early days of radio, died Oct. 31.

**Lloyd Maxwell,** 81, chairman of executive committee at Roche, Rickerd & Cleary, Chicago, and regarded as dean of that city's advertising fraternity, died in Swedish Covenant Hospital Nov. 3. He joined agency field in 1916 as vp of Erwin Wasey & Co. and in 1924 bought controlling interest in Williams & Cunningham, serving as president until 1932. Agency later became Roche, Rickerd & Leary.

## Dr. Baker, scientist-broadcast pioneer, dies

Funeral services were held last week for **Dr. Walter R. G. Baker,** 67, noted electronics engineer and outstanding radio-tv pioneer, who died in Syracuse, N. Y., Oct. 30.

Dr. Baker was chairman of the National Television Systems Committee (NTSC), which in 1941 recommended engineering standards for commercial television and in 1953 for color television. Both were adopted by the FCC.

Most of Dr. Baker's 40 year career was spent with General Electric Co. from where he retired in 1957 as vp in charge of research. He held a similar position with Syracuse U. at the time of his death.

Joining GE in 1917 after graduation from Union College, Dr. Baker first began his radio career working on test equipment in 1918. When the company established a separate radio division in 1920, Dr. Baker was appointed designing engineer in charge of transmitters. He directed the establishment of GE's pioneer radio station WGY Schenectady, N. Y., which in 1922 broadcast over the world's first high-powered transmitter. WRGB, Dr. Baker's initials, are the call letters of GE's tv station in Schenectady.

In 1930, he shifted to RCA as vp and general manager of its radio line. He remained five years and then returned to GE as manager of radio and tv operations in Bridgeport, Conn. He was appointed vp in 1942.

For his work during World War II, Dr. Baker was honored by the Army and Navy. The War Department cited him for contributions to the development, design and production of complex Signal Corps radar and radio equipment. He was also cited for services to the military during the Korean conflict, receiving the Army's Medal of Freedom in 1953.

Other offices and honors held or received by Dr. Baker: fellow and former president of Institute of Radio Engineers; Medal of Honor winner of Radio-Electronics-Television Manufacturers Assn. in 1953; fellow of the American Institute of Electronics Engineers; president of Radio-Electronics-Television Manufacturers Assn.; member of the American Standards Assn.; member of the U. S. National Committee of International Electrotechnical Commission; member of the American Ordnance Assn.; member of the American Physical Society.

His widow, Naomi, survives.

**The Rev. Dr. Percy Crawford,** 58, pioneer in radio evangelism and founder and president of King's College, Briarcliff Manor, N. Y., died Nov. 1 of heart attack.

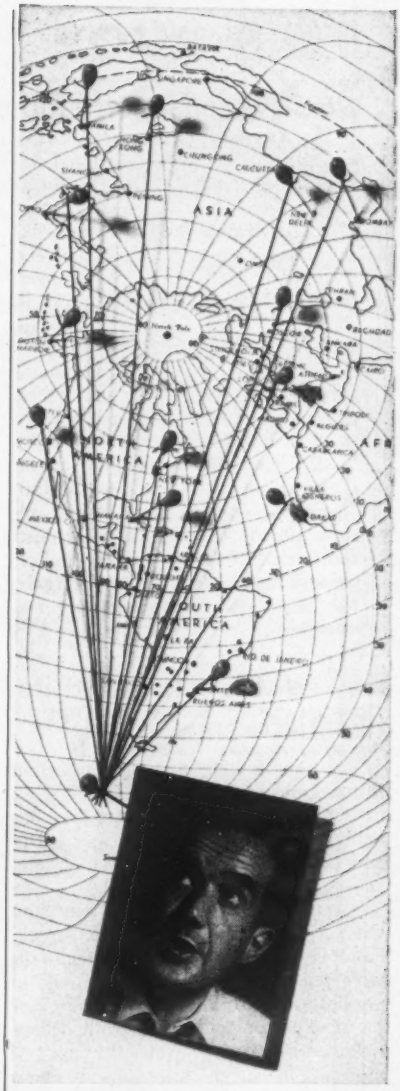
Mr. Kelly

**Ewing Cole Kelly,** 59, president and general manager of KRCA - AM - FM - TV Sacramento, Calif., died in that city Oct. 29 following heart attack. He was national advertising manager for Oakland (Calif.) *Tribune* before moving to Sacramento in 1936 to open his own advertising agency. He started KCRA in 1945, added KCRA-FM in 1947 and KCRA-TV in 1957. Past president of California Broadcasters Assn., he had also chairmaned various NAB committees. Among survivors are sons, **Robert E.,** KCRA-TV station and commercial manager and **Jon S.,** local tv sales manager.

**William L. Bijur,** 46, vp of Ogilvy, Benson & Mather, N. Y., died Oct. 29 in that city following long illness.

**Robert J. Drain,** 45, formerly program director at WSBT-TV South Bend, Ind., and pioneer broadcaster at WSBT Radio, died of heart ailment in St. Joseph's Hospital there Oct. 26.

**Elisha R. Lawson,** disc jockey on WELS Kinston, N. C., since 1953, died Oct. 23 following brief illness.


# BACKGROUND

Edward R. Murrow presides over a major innovation in news programs. Every Sunday he and crack CBS News correspondents abroad examine the week's most significant news in a 25-minute international "conference call." The objective: to impart fresh insight into the meaning of the news. In all radio, Edward R. Murrow is the kind of company you keep . . .

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## WRC-TV goes international for Halloween

The American observance of Halloween took on an international flavor this year, when WRC-TV Washington played host to children from 20 foreign embassies and over 1,500 costumed youngsters for a Halloween Eve party. The small spooks ranged from children of ambassadors to wards of the D. C. Junior Village. The kids and their parents mobbed the station's grounds for two hours of games, prizes, free candy and apples. Entertainment was provided by more than a dozen clowns, headed by WRC-TV's "Bozo" and "Captain Cupcake." Ten-year-old Mythili Chari, daughter of the assistant cultural attache of the Indian Embassy (see picture), won a walking doll almost as big as herself. The youngster has been in this country only five months.

## How WLOL celebrated its twentieth anniversary

The number "20" was *the* number in Minneapolis and St. Paul the third week in October. The occasion was the 20th anniversary of WLOL there and prizes and promotions keyed to the double-decade number were plentiful.

Twenty girls toured the Twin City streets passing out WLOL anniversary handbills. Numbers from the handbills were read on the air at 20 minutes to the hour and 20 minutes after the hour; the first person to turn up with an announced number received 20 pounds of money (in silver, assaying at about $90). The second number announced produced a winner, but since each city had a 20-pound contest, interest was kept alive in Minneapolis for the remainder of the week.

Top tunes of the past 20 years were played at 20 minute intervals and listeners competed for an Emerson hi-fi stereo combination by identifying the tune, the artist and the year of its popularity. During the four days of the contest 1,327 correct answers were submitted, meaning that each winner had to have listened to WLOL for a minimum of 18 hours.

News headlines and taped excerpts of major events in the past 20 years were aired regularly along with man-in-the-street interviews on events of the same period. Zany contests connected with the number 20, such as a prize to the first listener who had 20 striped bowties that lit up, were scheduled regularly. Orchids were awarded to women celebrating their 20th wedding anniversaries.

### Take your pick

A promotional one-hour "post-'48 movie quiz" program kit, including script, quiz questions and trailer reels running 1.1 minutes, is being offered to tv stations buying National Telefilm's "61 for '61" package. After the trailer is played, a viewer is picked at random from the local telephone book, phoned from the studio, and asked questions about the star or the part he plays in the film. At the end of the show, five different questions about the films are posed for the benefit of viewers who would like to write in their answers.

### Goodies for all from KFSD

KFSD San Diego cast a mystifying gypsy spell over timebuyers in San Diego, Los Angeles and San Francisco last month. Packages of ginger snaps, Lifesavers and other goodies were delivered to the agency desks without identification of the sender. Shortly thereafter another such sample arrived with a message telling timebuyers that "The Happy Medium—KFSD" was the donor and that the goodies makers were among their national advertisers. Illustrating the news was a three-color picture of a smiling gypsy medium with crystal ball. Models dressed as mediums smilingly distributed the messages and gifts in San Diego. The Katz Agency, KFSD's national rep, distributed to the Los Angeles and San Francisco lists. In all 150 agency timebuyers and major advertisers were treated to seances by the happy mediums.

### A contest for agencies

Agency people have been invited to a round of "Mental Tv Golf" by WRDW-TV Augusta, Ga., to compete for a Valiant sedan and 11 other prizes. Contest equipment consists of a rate card and market factbook and a golf-type scorecard for 12 holes (or questions). Since most of the answers to questions about WRDW-TV and its market are included in the book, a tie-breaker is provided—naming date and hour the station will increase its power in November. The station said it was limiting contestants to agency personnel because they are the ones who create most contests but seldom have the fun of participating in them.

## Drumbeats...

**Anniversary in tobaccoland** ▪ WRVA Richmond, Va., celebrated its 35th anniversary Nov. 2 with a special half-hour broadcast from 9:30 to 10 p.m. recreating parts of the first program originated from that station in 1925. Mention was made of the fact that the original broadcast originated from studios located in the Larus & Bros. tobacco factory in Richmond. The to-


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## Fanfare—circa 1920

KDKA Pittsburgh celebrated its 40th anniversary last week with a return to the "K" building at Westinghouse Electric's east Pittsburgh plant. It was there that KDKA signed on the air Nov. 2, 1920 to broadcast the election returns.

The picture above, from KDKA files shows how the station tried to win listeners for radio back in the early, early days. In the past 40 years, the approach hasn't changed much—though cheesecake clothing styles have.

bacco company has owned WRVA since its beginning.

**Hail to the Dean** ▪ When the "Dean of Disc Jockeys," Martin Block, retired in mid-October after 27 years of broadcasting, WFLA St. Petersburg-Tampa prepared a salute to him. The NBC-affiliated station called Mr. Block at ABC New York and asked him for tapes to play during the day. He responded by sending seven three-minute tapes and 15 minutes of reminiscing about what he referred to as "the good old days of radio." In its all-day salute WFLA aired the tapes as well as recordings of tunes Mr. Block had helped make famous on his *Make Believe Ballroom.*

**Saturation effort** ▪ CHLO St. Thomas, Ont., has a short story competition underway, with the winning story to be presented on Christmas Day. Prize is $100. With this as an incentive at least one schoolteacher in the area, Mrs. Irene Neil at Beal Technical-Vocational School, London, Ont., has entered all 40 of her pupils in the contest.

**Get the point?** ▪ Spiral-bound leatherette-covered "Ford Program Reminder for Television Editors" contains pages dated Nov. 1, 1960, to April 30, 1961, each lined for times from 7 to 10:30 p.m. (Sundays, 4-10:30 p.m.), with room for notes below. Across each Wednesday page "Watch Wagon Train —Robert Horton, Ward Bond" is printed in red and the Thursday pages carry a similarly red-lettered injunction to "See the Ernie Ford Show—Tennessee Ernie Ford." Booklets were sent to tv editors by J. Walter Thompson Co., Ford agency.

**Barrels of apples** ▪ WABC New York, will salute a favorite school teacher each day for the rest of the school year, by presenting him or her with a barrel of apples. Beginning Nov. 10, listeners will be asked to write the station stating why his or her teacher deserves the award. The best entry wins a box of apples for the teacher and an apple for each member of the class, compliments of the A & P.

**Birthday** ▪ WEMP Milwaukee celebrated its 25th birthday with a cocktail party for 500 well-wishers, all advertisers, agency and community leaders. On hand, too, was Glen D. Roberts, original founder of the station.


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Here's the latest on WFBR coverage, programming, air personalities, merchandising support, special features, and market data. WFBR Brochure includes results of a Pulse qualitative survey of the Baltimore audience.

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# STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Oct. 27 through Nov. 2. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

**Abbreviations:** DA—directional antenna. cp construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

## New tv stations

### APPLICATION

**Eau Claire, Wis.—Chippewa Cable Co.** uhf ch. 25 (536-542 mc); ERP 4.77 kw vis., 2.58 kw aur.; ant. height above average terrain 559 ft., above ground 412 ft. Estimated construction cost $72,754, first year operating cost $50,000, revenue $35,000. P. O. address 19 W. Spring St., Chippewa Falls, Wis. Studio and trans. location N.W. corner of Chippewa Falls. Geographic coordinates 44° 57' 06" N. Lat., 91° 25' 14" W. Long. Trans. RCA TTU-1B, ant. TFU-6A. Legal counsel Robert M. Booth Jr., Washington. Consulting engineer Ralph J. Bitzer, St. Louis. Principals include **T. Keith Coleman, Paul W. Glasener, W. Thomas Devine Jr., Frederick E. Miner,** and **John J. Sazama,** 20% each. Mr. Coleman has interest in WAXX Chippewa Falls, Wis., WIZZ Streator, WRAM Monmouth, and WVMC Mount Carmel, all Illinois. Mr. Glasener is vice president of canning company. Mr. Devine is attorney. Mr. Miner owns theatre properties rental company. Dr. Sazama is practicing physician and surgeon. Ann. Nov. 2.

## New am stations

### ACTIONS BY FCC

**Santa Maria, Calif.—Cal-Coast Bcstrs.** Granted 1490 kc, 1 kw D. P. O. address c/o **Edward E. Urner,** 1709 30th St., Bakersfield, Calif. Estimated construction cost $26,478, first year operating cost $72,000, revenue $96,000. Applicants are Mr. Urner, sole owner of KLYD Bakersfield, and **Bryan J. Coleman,** who is financier, each 50%. Ann. Nov. 2.

**Canandaigua, N. Y.—Canandaigua Bcstg. Inc.** Granted 1550 kc, 250 w D. P.O. address 51 N. Main St. Estimated construction cost $16,893, first year operating cost $41,454, revenue $47,282. Applicants are **Charles H. and Anne A. Keeney,** 22½% each, **Westley G. and Marion L. Kimble,** 20% each, and **Robert P. Kennedy,** 15%. Mr. Kimble is general manager of WPAM Pottsville, Pa. Mr. Keeney is general contractor. Mr. Kennedy is assistant district attorney, Ontario County, N. Y. Ann. Nov. 2.

### APPLICATIONS

**Georgetown, Tex.—Georgetown Bcstg. Co.** 1530 kc, 1 kw D. P. O. address 1318 East 12th. Estimated construction cost $19,790, first year operating cost $30,000, revenue $35,000. **Don Scarbrough,** sole owner, prints and publishes newspapers. Ann. Oct. 28.

**San Antonio, Tex.—D and E. Bcstg. Co.** 1540 kc, 1 kw D. P. O. address 102 Baity Ct. Estimated construction cost $12,342, first year operating cost $52,200, revenue $60,000. Principals include **Manuel G. Davila,** 80%, and **Willie G. Egerton,** 20%. Mr. Davila was formerly employe of KEXX San Antonio. Mr. Egerton is consulting engineer. Ann. Oct. 28.

## Existing am stations

### APPLICATIONS

**WMBH Joplin, Mo.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450kc). Ann. Oct. 27.

**KCSR Chadron, Neb.**—Cp to change frequency from 1450 kc, to 610 kc, change hours of operation from unl. to daytime using power of 1 kw, make change in ant. system (increase height) and install new trans. Ann. Nov. 2.

## New fm stations

### ACTION BY FCC

**Waukegan, Ill.—Edward C. Fritz Jr.** Granted 102.3 mc, 1 kw. P. O. address 2308 S. Highland, Berwyn, Ill. Estimated construction cost $14,650, first year operating cost $40,000, revenue $50,000. Applicant is in record business. Ann. Nov. 2.

### APPLICATION

**Corvallis, Ore.—Mid-Land Bcstg. Co.** 99.7 mc, 2.82 kw. Ant. height above average terrain 100 ft. P. O. address Box 689. Estimated construction cost $11,438, first year operating cost $900, revenue $2,000. **David E. Hoss,** sole owner, is licensee of KFLY Corvallis. Ann. Oct. 27.

## Ownership changes

### ACTIONS BY FCC

**KJNO Juneau, Alaska** — Granted assignment of licenses to **South Eastern Alaska Bcstrs Inc.** (71% owned by Radio Anchorage Inc., licensee of KBYR-AM-FM Anchorage, and 86.2% owner of KFRB Fairbanks); consideration $50,000. Ann. Nov. 2.

**KDAC Fort Bragg, Calif.**—Granted assignment of license from **Ardith M. Mertle,** executrix, to **Charles W. and Josephine R. Stone,** d/b as **Fort Bcstg Co.**; consideration $55,000. Ann. Nov. 2.

**KGGK(FM) Garden Grove, Calif.**—Granted assignment of cp to **Jeannette B. Banoczi**; consideration $3,163 for expenses. Comr. Bartley dissented.

**KROY Sacramento, Calif.**—Granted transfer of control to **Sacramento Bcstrs Inc.**; consideration $427,500 and agreement not to compete in area for 5 years. **Lincoln Dellar,** transferee president, has interest in KLYD-AM-FM-TV Bakersfield, and KACY Port Hueneme, both California.

**KATT(FM) Woodland, Calif.**—Granted assignment of cp from **Melvyn E. Lucas** to same plus **George W. Kristoff,** d/b under same name; latter to contribute $10,000 to partnership. Ann. Nov. 2.

**KYSN Colorado Springs, Colo.**—Granted assignment of license to **KYSN Bcstg Co.** (WKID Urbana-Champaign, Ill.); consideration $300,000 and agreement not to compete within 100 miles for three years. Ann. Nov. 2.

**KDGO Durango, Colo.**—Granted transfer of control from **Henry M. Long** et al to **Jimmie D. Gober, Robert W. Tobey,** and **Edwin E. Merriman**; consideration $60,000. Transferees own KOBE Las Cruces, and KWYK Farmington, N. M. Comr. Bartley dissented. Ann. Nov. 2.

**KLVC Leadville, Colo.**—Granted (1) involuntary assignment of license to **Thomas J. FitzGerald,** trustee in bankruptcy and (2) assignment of license from latter to **Continental Divide Bcstg. Co.**; result of public sale by court order. **Thomas T. Farley** is assignee president. Ann. Nov. 2.

**WFAB South Miami, Fla.**—Granted transfer of control from **Harold E. King** to **United Bcstg. Co.** of **Eastern Virginia Inc (Richard Eaton)**; consideration $40,000 and King to be paid $10,000 year as consultant for 3 years Comrs. Cross & Bartley dissented. Ann. Nov. 2.

**WSNT Sandersville, Ga.**—Granted assignment of license to **Radio Station WSNT Inc.**; consideration $77,075. **James R. Denny,** assignee president, has interest in WJAT Swainsboro, and WBRO Waynesboro, both Georgia, and KOOO Omaha, Neb. Ann. Nov. 2.

**WNMP Evanston, Ill.**—Granted assignment of license from estate of **Angus D. Pfaff** to **Semrow Bcstg. Co.** (Harry H. Semrow, president); consideration $325,000. Ann. Nov. 2.

**KBLR-TV Goodland, Kan.**—Granted assignment of license to **Standard Electronics Corp.** (partly owned by **Dynamics Corp. of America**); stock transaction. Court had ordered equipment turned over to Radio Engineering Laboratories Inc. (subsidiary of Dynamics Corp.) to satisfy mortgage. Ann. Nov. 2.

**WLOC Munfordville, Ky.**—Granted transfer of control from **H. T. Parrott** et al (20 stockholders) to **Maher Speevack** et al (50 stockholders); consideration $49,573 for 63.5% interest.

**KCIJ Shreveport, La.**—Granted transfer of control from **Samuel R. David** to **Robert N. Hobgood**; consideration $91,319. Ann. Nov. 2.

**WARK-AM-FM Hagerstown, Md.**—Granted (1) renewal of licenses and (2) assignment of licenses from **United (Richard Eaton)** to **WARK Inc.**; consideration $200,000 plus $67,000 not to compete within 25 miles of Hagerstown. Assignee group (Henry Rau, president) owns WOL Washington, D. C.; WNAV Annapolis, Md., and WDOV Dover, Del. Comrs. Bartley & Cross dissented. Ann. Nov. 2.

**KGHS International Falls, Minn.**—Granted assignment of license to **KGHS Inc. (Daniel D. Ganter, president)**; consideration $45,000. Ann. Nov. 2.

**KXLO Lewistown, Mont.**—Granted transfer of control from **Marlin T. Obie** to **David L. Sather, William J. Yaeger** and **Lewis G. Boucher**; Sather to pay $28,000 for additional 51% interest and sell portions to Yaeger and Boucher. Ann. Nov. 2.

**KRAC Alamogordo, N. M.**—Granted assignment of license to **George O. Cory**; consideration $65,000. Cory owns KSLV Monte Vista, and has interest in KUBC Montrose, and KRAI Craig, all Colorado. Ann. Nov. 2.

**WBNX New York, N. Y.**—Granted assignment of license to **United Bcstg. Co. (Richard Eaton)**; consideration $680,000 plus $60,000 not to compete within 50 miles for 3 years. Comrs. Bartley & Cross dissented. Ann. Nov. 2.

**WEYE Sanford, N. C.**—Granted assignment of licenses to **Gale P. Lewis**; consideration $75,000. Ann. Nov. 2.

**WBAX Wilkes-Barre, Pa.**—Granted (1) renewal of license and (2) assignment of licease to **P. A. L. Bcstrs. Inc. (Paul H. Phillips,** president); consideration $145,000; conditioned that Ernest G. C. Lewis, assignee official, terminate present employment with WBRE Inc., Wilkes-Barre.

**WKYN Rio Piedras, P. R.**—Granted transfer of control from **Julio M. Ortiz** and **Clement L. Littauer** to **Supreme Bcstg. Co., of Puerto Rico**; consideration $220,000 and agreement not to compete in area for 10 years. Transferee and subsidiaries are licensees of WORA-AM-FM-TV Mayaguez, P. R., and WJMR, WRCM (FM) New Orleans, and permittee of WJMR-TV New Orleans, La. Ann. Nov. 2.

**WDJD(FM) Warwick, R. I.**—Granted assignment of cp from **Joseph A. DeCubellis** to **Providence Radio Inc.** (WICE Providence); consideration $3,000 for expenses. Ann. Nov. 2.

**WEAG Alcoa, Tenn.**—Granted assignment of licenses from **Louis Chiles, Fred Atchley, Dr. Ronald Ingle** and **Herman Petre** to **Herman Petre** and **Haywood Brinegar,** d/b under same name; consideration $60,000. Ann. Nov. 2.

**KFYN Bonham, Tex.**—Granted assignment of license to **Ralph L. Hooks** and **Cyril W.** and **C. Winsett Reddoch,** d/b as **Bon-Tex**

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Radio; consideration $75,000. Assignee partners have interest in KDLA DeRidder, and KREH Oakdale, both Louisiana, and KSTV Stephenville, Tex.

**KPAR-TV Sweetwater, Tex.**—Granted assignment of license to **Texas Key Bcstrs Inc.** (**James M. Isaacs,** president); consideration $799,440 for 10-year lease with opportunity to purchase half interest. Ann. Nov. 2.

**WTID** (formerly WYOU) **Newport News, Va.**—Granted (1) renewal of license and (2) assignment of license from **United (Richard Eaton)** to **Twelve Seventy Inc. (Max Reznick,** president); consideration $130,000. Comrs. Bartley & Cross dissented. Ann. Nov. 2.

**WEER Warrenton, Va.**—Granted acquisition of positive control by **Laurens M. Hamilton** through purchase of 28⅔% additional interest from **Thomas H.** and **Georgette E. Strothman** for $4,300. Ann. Nov. 2.

**KOL-AM-FM Seattle, Wash.**—Granted (1) renewal of am license and (2) assignment of am license and fm cp to **KOL Inc.**; consideration $250,000. **Archie Taft Jr.,** assignee president, has interest in KBKW Aberdeen, and KLYK Spokane, both Washington. Ann. Nov. 2.

### APPLICATIONS

**KIVA (TV) Yuma, Ariz.**—Seeks transfer of control of **Valley Telecasting Co.** from **Electro Investors Inc.** to **Bruce Merrill,** sole owner, for $500,000. Mr. Merrill owns company that operates common carrier service, and has interest in company that produces CATV systems. Ann. Oct. 27.

**KNBA Vallejo, Calif.**—Seeks assignment of license from **Mary Elizabeth Reid** to **KNBA Inc.** for $70,000 plus assumption of notes. **Louis J. Ripa,** sole owner, is employe of KNBA. Ann. Nov. 2.

**WWPF Palatka, Fla.**—Seeks assignment of license from **George W. Hall** to **George W. Hall, 75%,** and **Mrs. Georgie H. Tumlin, 25%** (father and daughter), for $25,000. Ann. Nov. 1.

**WHOW Clinton, Ill.**—Seeks transfer of control of **Cornbelt Bcstg. Co.** from **J. R. Livesay, 33.72%, R. O. Looper, 33.14%,** and **James C. Williams** (now deceased), **33.14%** to **J. R. Livesay, 33.72%, Leffel E. Livesay, 16.51%** (wife of J. R. Livesay), and **R. O. Looper, 49.77%,** for $6,200. Ann. Nov. 1.

**WCBC-FM Anderson, Ind.**—Seeks transfer of control of **Civic Bcstg. Corp.** from **Great Commission Schools Inc.** to **Alfred B. Smith, 66⅔%,** and **Loren F. Bridges, 33⅓%,** for assumption of depts amounting to $75,000, according to agreement made Dec. 4, 1958. Ann. Nov. 1.

**WMIC St. Helen, Mich.**—Seeks assignment of license from **Frank Tefft** to **Robert L. Greaige,** sole owner, for $10,000 plus assumption of mortgage amounting to $4,037. Mr. Greaige is employe of WBGU Bowling Green, Ohio. Ann. Nov. 1.

**KWEB Rochester, Minn.**—Seeks assignment of license from **Olmsted County Bcstg. Co.** to **Northland Radio Corp.** for $179,000. Principals involved are **Kingsley H. Murphy Jr.** and **Carroll E. Crawford,** equal partners. Messrs. Murphy and Crawford own KOTE Fergus Falls, Minn. Ann. Nov. 1.

**KQEO Albuquerque, N. M.**—Seeks transfer of control of **KQUE Corp.** from **Robert Sharon, Merritt Owens,** and **Kenneth R. Greenwood,** 22% each, **Lee Vaughan,** 5% (now deceased), **Richard Harris,** 12%, **J. E. Tobin,** 13%, **Bernard Koval,** 4%, to **Robert Sharon, Merritt Owens,** and **Kenneth R. Greenwood,** 21.5% each, **J. E. Tobin,** 19%, **Una O. Vaughan,** executrix of estate of Lee Vaughan, 9.5%, and **Richard Harris** and **Bernard A. Koval,** 3.5% each. Ann. Oct. 28.

**KRNM-TV Roswell, N. M.**—Seeks assignment of cp from **William Sam Evans** to **New Mexico Telecasting Co.** for $10,000. Principals include **Perry C. Maxwell, Penrod Toles,** and **Clarence E. Hinkle,** 33⅓% each. Mr. Maxwell is investor. Mr. Toles and Mr. Hinkle are attorneys. Ann. Oct. 28.

**WPEG Winston-Salem, N. C.**—Seeks assignment of cp from **Wilbur B. Reisenweaver** to **WPEG Inc.** Change to corporate form of business, with no financial transaction involved. Ann. Nov. 1.

**WCUE-AM-FM Akron, Ohio**—Seeks transfer of control of **WCUE Radio Inc.** from **E. B. Estabrook Jr.** and **John T. Valdes,** equal partners, to **Communications Industries Corp.** Principals will include **E. B. Estabrook Jr.** and **John T. Valdes,** 43.75% each, and **Lazar Emanuel,** 12.5%. Mr. Emanuel has been issued 7,000 shares of stock with par value of $1.00 a share. (See WKST-AM-TV New Castle, Penn.) Ann. Oct. 27.

**WKST-AM-TV New Castle, Pa.**—Seeks transfer of control of **WKST Inc.** from **S. W.** and **Wanda Townsend,** sole owners, to **WKST-TV Inc.** for $975,000. WKST-TV Inc. will buy 82.2% of stock now, with option agreement to purchase remaining 18.8% at later date. WKST-TV Inc. is wholly owned subsidiary of **Communications Industries Corp.** (See WCUE-AM-FM Akron Ohio) Ann. Oct. 27.

**WDAR Darlington, S. C.**—Seeks assignment of license from **Walter P. Pearce** to **Robert C.** and **Thomas C. Mottern** (father and son respectively), equal partners, for $87,750. Robert Mottern is employe of building supply company. Thomas Mottern is employe of WFNC Fayetteville, N. C. Ann. Nov. 1.

## Hearing cases

### FINAL DECISIONS

■ By memorandum opinion and order, commission denied petition by WHDH Inc. (WHDH-TV, ch. 5) Boston, Mass., for rehearing of July 14 decision in Boston tv ch. 5 proceeding. Comr. Lee dissented and issued separate views. Ann. Nov. 2.

■ By memorandum opinion and order, commission denied petition by Pioneer Bcstg. Co. for review of chief hearing examiner's dismissal with prejudice Pioneer's application to increase daytime power of KNOW Austin, Tex., from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N. Applicant sought dismissal without prejudice. Ann. Nov. 2.

■ By memorandum opinion and order, commission, on request by applicant, reconsidered and granted without hearing application of Edward C. Fritz Jr., for new class A fm station to operate on 102.3 mc, ERP 1 kw in Waukegan, Ill. Comrs. Bartley and Cross dissented in part. Ann. Nov. 2.

■ By order, on request by permittee, dismissed application of Northwestern Television Bcstg. Corp. for extension of time to complete construction of WTLE(TV) (ch. 32), Evanston, Ill. Ann. Nov. 2.

■ By memorandum opinion and order, commission granted joint petition for reconsideration by following five applicants, removed from consolidated hearing in dockets and granted applications for increased daytime power from 250 w to 1 kw, continued nighttime operation with 250 w: E. Anthony & Sons Inc. (WOCB) West Yarmouth, Mass., on 1240 kc; Twin City Bcstg. Co., (WCOU) Lewiston, Maine. 1240 kc; North Shore Bcstg. Corp. (WESX) Salem, Mass., 1230 kc; Woonsocket Bcstg. Co. (WWON) Woonsocket, R. I., 1240 kc, engineering condition, and New England Bcstg. Co. (WNEB) Worcester, Mass., 1230 kc. Ann. Nov. 2.

■ By memorandum opinion and order, commission (1) granted petition by Standard Radio and Tv Co. (KNTV, ch. 11), San Jose, Calif., to dismiss its protest and (2) reinstated Jan. 21, 1959 grant of application of United Bcstg. Co. for new class B fm station (KEEN-FM) in San Jose to operate on 100.3 mc; ERP 3 kw; ant. height minus 150 ft. Ann. Nov. 2.

■ By memorandum opinion and order, commission denied petition by North Dade Video Inc., for rehearing, reconsideration and oral argument of July 14 decision in Miami tv ch. 10 proceeding. Comr. Lee dissented with statement; Comrs. Craven and King not participating. Ann. Nov. 2.

■ By decision, commission granted application of Cal-Coast Bcstrs. for new am station to operate on 1480 kc, 1 kw, D, in Santa Maria, Calif. Chrm. Ford not participating. April 25 initial decision looked toward this action. Ann. Nov. 2.

■ By second supplemental decision, commission affirmed existing grant of application of Beaumont Bcstg. Corp. for new tv station (KFDM-TV) to operate on ch. 6 in Beaumont, Tex., and denied competing application of Enterprise Co. Comr. Bartley dissented; Chrm. Ford and Comrs. Cross and King not participating. (On April 29, 1959, commission reopened record and designated proceeding for further hearing pursuant to U. S. Court of Appeals remand, and on Oct. 30, 1959, Supplemental initial decision looked toward instant action.) Ann. Nov. 2.

■ By memorandum opinion and order, commission denied petition by Muskingum Bcstg. Co., Zanesville, Ohio, for partial reconsideration of July 13 hearing order wherein engineering amendment to its am application was dismissed. Comr. Lee dissented; Comr. King not participating. Ann. Nov. 2.

■ By order, commission corrected and made effective immediately Sept. 20 initial decision and granted application of American Bcstg. Stations Inc., to increase power of KWMT Fort Dodge, Iowa, from 1 kw to 5 kw, continued operation on 540 kc, D, DA; engineering conditions and without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act. Comrs. Bartley and King dissented. Ann. Nov. 2.

■ By order, commission made effective immediately Sept. 14 initial decision and granted application of Canandaigua Bcstg. Co., for new am station to operate on 1550


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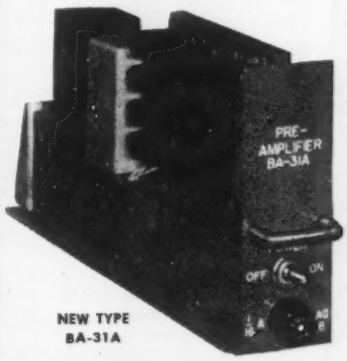


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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Nov. 2

| | ON AIR Lic. | Cps. | CP Not on air | TOTAL APPLICATIONS For new stations |
|---|---|---|---|---|
| AM | 3,473 | 56 | 107 | 824 |
| FM | 731 | 56 | 218 | 98 |
| TV | 478 | 12 | 114 | 107 |

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Nov. 2

| | VHF | UHF | TV |
|---|---|---|---|
| Commercial | 454 | 81 | 535 |
| Non-commercial | 38 | 14 | 52 |

## COMMERCIAL STATION BOXSCORE

As reported by FCC through Sept. 30, 1960

| | AM | FM | TV |
|---|---|---|---|
| Licensed (all on air) | 3,469 | 723 | 475[1] |
| CPs on air (new stations) | 53 | 40 | 14[2] |
| CPs not on air (new stations) | 96 | 217 | 113 |
| Total authorized stations | 3,618 | 980 | 657 |
| Applications for new stations (not in hearing) | 611 | 66 | 29 |
| Applications for new stations (in hearing) | 202 | 34 | 75 |
| Total applications for new stations | 813 | 100 | 104 |
| Applications for major changes (not in hearing) | 577 | 25 | 34 |
| Applications for major changes (in hearing) | 280 | 7 | 16 |
| Total applications for major changes | 857 | 32 | 50 |
| Licenses deleted | 0 | 0 | 0 |
| Cps deleted | 0 | 0 | 2 |

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and on which has not started operation.

kc, 250 w, D, in Canandaigua, N. Y. Comr. Bartley abstained from voting. Ann. Nov. 2.

■ By decision, commission granted application of KGB Inc., to change trans. location and increase daytime power of KGB San Diego, Calif., from 1 kw to 5 kw, continued operation on 1360 kc, 1 kw-N, and denied as in default applications for new am stations of M.V.W. Radio Corp. (1360 kc, 5 kw, DA, D), San Fernando, Robert S. Marshall (1360 kc, 500 w, D), Newhall, and Wilson Bcstg. Co. (1370 kc, 1 kw, DA-2, U), Oxnard. May 10 supplemental initial decision looked toward this action. Ann. Nov. 2.

### STAFF INSTRUCTIONS

■ Commission on Nov. 2 directed the preparation of document looking toward denying petition by Veterans Bcstg. Co., for reconsideration of July 13 decision which granted application of Capitol Cities Tv Corp. for new tv station to operate on ch. 10 in Vail Mills, N. Y., and which denied Veterans application for same facility. Ann. Nov. 2.

■ Commission on Nov. 2 directed the preparation of document looking toward denying petition by Bcstrs. Inc., for reconsideration of July 27 decision which granted application of Tri-County Bcstg. Corp. for new am station to operate on 1280 kc, 500 w, DA, D, in Plainfield, N. J., and which denied applications of Bcstrs. Inc., for same facilities in South Plainfield. N. J., and Eastern Bcstg. Co., to increase daytime power to WDRF Chester, Pa., from 1 kw to 5 kw, continued operation on 1590 kc, 1 kw-N, DA-N. Ann. Nov 2.

### INITIAL DECISIONS

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Morton Bcstg. Co. for new am station to operate on 1590 kc, 500 w, D, in Morton, Tex., and denying application of Clarence E. Wilson for new station on same frequency with 1 kw, D, in Hobbs, N. Mex. Ann. Oct. 27.

■ Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of Tri-State Bcstg. Co. to increase power of WGTA Summerville, Ga., from 1 kw to 5 kw, continued operation on 950 kc, D; engineering condition. Ann. Oct. 28.

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of Radio Station WPCC Inc., to increase power of WPCC Clinton, S. C., from 500 w to 1 kw, continued operation on 1410 kc, D, using ant. site now licensed. Ann. Oct. 31.

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Ionia Bcstg. Co. to change operation of WION Ionia, Mich., on 1430 kc, D, from 500 w NON-DA to 5 kw DA. Ann. Oct. 31.

■ Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of Babylon-Bay Shore Bcstg. Corp. to increase power of WBAB Babylon, N. Y., from 500 w to 1 kw, continued operation on 1440 kc, D. Ann. Nov. 1.

### OTHER ACTIONS

■ By order, commission directed International Good Music Inc., San Diego, Calif., and Lawrence W. Felt, Carlsbad, Calif., to submit briefs or other documents within 30 days in connection with agreement for reimbursement of expenses to be incurred in prosecution of Felt's amended application for new fm station; pending receipt of such documents, further action on International's application for new fm station will be held in abeyance. Ann. Nov. 2.

■ By memorandum opinion and order, commission denied petition by Norman A. Thomas, Greenville, Tenn., for enlargement of issues in am proceeding in dockets. Ann. Nov. 2.

■ By memorandum opinion and order, commission vacated Oct. 13, 1958 initial decision and remanded to examiner for further hearing proceeding on applications of Herbert Muschel, Independent Bcstg. Co., and New Bcstg. Co., for new fm stations in New York, N. Y. for adduction of new evidence limited to revised issue to determine what efforts applicants took to discover the tastes, needs, and desires of their proposed communities or service areas, for type of broadcast service proposed, and, in light of that evidence which, if any, of applications should be granted; ordered examiner to then issue cumulative initial decision Comr. Lee dissented; Comrs. Hyde and King not participating. Ann. Nov. 2.

■ By memorandum opinion and order, commission granted petition by Donald M. Donze, Festus, Mo., for enlargement of issues to include sec. 3.35 overlap determination regarding application of Robert D. and Martha Rapp, Festus, in am consolidated proceeding in dockets et al. Ann. Nov. 2.

■ By memorandum opinion and order, commission reopened record on application of James J. Williams for new am station in Williamsburg, Va., and remanded proceeding to examiner to take evidence to determine whether circumstances exist to warrant waiver of coverage rules in view of failure of proposed operation to provide adequate nighttime coverage of Williamsburg, and ordered examiner to prepare supplemental initial decision. Chrm. Ford not participating. Ann. Nov. 2.

## Routine roundup

### ACTIONS ON MOTIONS

By Commissioner Charles H. King

■ Granted petition by Broadcast Bureau and extended to Nov. 10 time to respond to joint petition for leave to amend and for other relief filed by Catskills Bcstg. Co., Ellenville Bcstg. Co., and Ulster County Bcstg. Co., all Ellenville, N. Y. in proceeding on their am applications. Action Oct. 24.

■ Granted petition by Broadcast Bureau and extended to Nov. 10 time to file exceptions to initial decision in proceeding on am applications of Caro Bcstg. Co. and Tuscola Bcstg. Co., both Caro, Michigan. Action Oct. 25.

■ Granted petition by Broadcast Bureau and extended to Nov. 3 time to file petition for review of memorandum opinion and order of hearing examiner granting petition for leave to amend am application of Earl McKinely Trabue, Myrtle Creek, Ore. Action Oct. 25.

■ Granted petition by Illiway Tv Inc. and Moline Tv Corp., and extended to Oct. 28 time to file reply to pleading by Community Telecasting Corp. (1) opposing request to reopen record; and (2) moving to strike petition to reopen record on grounds that it contained false and defamatory matter in Moline, Ill., tv ch. 8 proceeding. Action Oct. 26.

■ Granted petition by Broadcast Bureau and extended to Nov. 3 time to file exceptions to initial decision in proceeding on application of WHAS Inc. (WHAS-TV, ch. 11), Louisville, Ky., to change trans. and ant. location. Action Oct. 27.

■ Granted petition by Broadcast Bureau and extended to Nov. 15 time to respond to petition by Gila Bcstg. Co. for reconsideration and grant without hearing of its applications for renewal of licenses of KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, KZOW Globe and KWJB-FM Globe, all in Arizona. Action Oct. 28.

■ Granted petition by Broadcast Bureau and extended to Nov. 21 time to respond to petition by M. Earlene Stebbins, Skokie, Ill., for reconsideration and grant of fm applications. Action Oct. 28.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Granted petition by applicants, and extended from Oct. 31 to Dec. 14 time to file proposed findings and to Jan. 6, 1961 for replies in proceeding on fm applications of WBUD Inc., and Concert Network Inc., Trenton, N. J. Action Oct. 26.

■ On own motion, continued from 10 a.m. to 2 p.m. October 31 prehearing conference in proceeding on am application of Hopkinsville Bcstg. Co., (WHOP) Hopkinsville, Ky. Action Oct. 28.

■ Granted petition by Mercury Bcstg. and dismissed without prejudice its application for new am station in Colorado Springs, Colo. Action Oct. 28.

■ Granted petition by Rex O. Stevenson and dismissed without prejudice his application for new am station in Ojai, Calif. Action Oct. 28.

■ Scheduled hearing for Dec. 5 in proceeding on am application of KRNO Inc. (KRNO) San Bernardino, Calif. Action Oct. 28.

■ Granted joint petition by Medford Bcstrs. Inc. (KDOV) Medford, and Rogue Valley Bcstrs. Inc. (KWIN) Ashland, both Oregon, for dismissal of Medford application; dismissed application with prejudice, and retained in hearing status remaining applications involved in proceedings. Action Oct. 28.

■ Pursuant to Oct. 31 prehearing conference, continued Nov. 14 hearing to Dec. 2 in proceeding on am application of Hopkinsville Bcstg. Co., (WHOP) Hopkinsville, Ky. Action Oct. 31.

■ Pursuant to request for oral argument on petition to intervene filed by the Earl Perrin Co., scheduled oral argument for Nov. 2 in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of stations KCKY Coolidge, et al. Action Oct. 31.

■ Granted joint motion by Gene T. Dyer, protestant, and Southern Transmission Corp., applicant, and dismissed protest by Dyer in proceeding on applications of Southern Transmission for cps for new fixed video stations at Palm Beach Gardens, Stuart and Fort Pierce, all Florida. Action Nov. 1.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Comstock Telecasting Corp. for extension of time to file

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petition for leave to amend its application; denied petition by Circle L Inc. opposing petition by Comstock for extension of time and granted petition by Comstock for leave to amend its application to specify, among other things, operation on ch. 2 in Reno, Nev., in lieu of ch. 4 in Reno, Nev., tv ch. 4 proceeding; Comstock's application removed from hearing and returned to processing line. Action Oct. 24.

■ Denied petition by Rocky Mountain Tele Stations for leave to amend its application for new tv station to operate on ch. 4 in Reno, Nev., to show change of equipment to be used and method of financing proposed station; granted opposition to petition by Sierra Tv Co., and dismissed as moot other pleadings relating to petition. Action Oct. 26.

■ Granted petition and supplement by Supreme Bcstg. Co., of Puerto Rico for leave to amend its application to furnish correct technical description of tv station proposed and to respond in all particulars to all engineering issues affecting its application which are not covered by exhibits offered and received in evidence in Christiansted, St. Croix, V. I., tv ch. 8 proceeding and closed record. Action Oct. 27.

**By Hearing Examiner Thomas H. Donahue**

■ Granted petition by Interurban Bcstg. Corp., Laurel, Md., and extended from Oct. 26 to Nov. 25 time for filing reply findings in proceeding on its am application, et al. Action Oct. 26.

**By Hearing Examiner Charles J. Frederick**

■ Continued Nov. 22 hearing to Dec. 15 in proceeding on am applications of Columbia River Bcstrs. Inc., Mount Vernon, Wash., et al. Action Oct. 25.

■ Received in evidence exhibit #3 of Radio Station WPCC Inc. (WPCC) Clinton, S. C., in proceeding on its am application and closed record. Action Oct. 25.

■ Granted petition by KODY Bcstg. Co. (KODY) North Platte, Neb., and North Platte Bcstg. Inc., and substituted latter as applicant and accepted amendments including financial and program information. Action Oct. 28.

■ Granted motion by KLIX Corp. (KLIX-TV) Twin Falls, Idaho, and rescheduled Oct. 31 prehearing conference for Nov. 9 in proceeding on applications of Idaho Microwave Inc. for new fixed radio stations at Kimport Peak, Rock Creek and Jerome, all Idaho. Action Oct. 31.

**By Hearing Examiner Millard F. French**

■ Granted request by Broadcast Bureau and further extended to Nov. 15 time to reply to joint petition for leave to amend filed by Ponce De Leon Bcstg. Co. (WFOY) St. Augustine and Indian River Radio Inc. (WMMB) Melbourne, both Florida in proceeding on their am applications. Action Oct. 24.

**By Hearing Examiner Walther W. Guenther**

■ On own motion, continued Oct. 31 prehearing conference to Nov. 1 in proceeding on applicatons of New England Microwave Corp. for cps for new fixed radio stations at Richmond and North Adams, both Massachusetts. Action Oct. 24.

■ Continued indefinitely Oct. 27 prehearing conference in proceeding on applications of Mesa Microwave Inc., for cps for new fixed radio stations at Lake City, Madison, and Monticello, all Florida. Action Oct. 25.

■ Pursuant to rulings made on record at Oct. 25 prehearing conference, scheduled certain procedural dates governing hearing in proceeding on applications of East Texas Transmission Co. for cps for new fixed radio stations at College Mound, Colfax, and Tyler, all Texas; hearing scheduled for Dec. 12. Action Oct. 25.

■ Pursuant to agreements reached by all parties at Oct. 26 further prehearing conference, scheduled hearing for Nov. 17 in proceeding on am applications of Rogue Valley Bcstrs. Inc. (KWIN) Ashland, Ore., et al. Action Oct. 26.

■ Granted joint motion by applicants and scheduled prehearing conference for Nov. 10 in proceeding on applications of Valley Telecasting Co. and Central Wisconsin Tv Inc. for new tv stations to operate on ch. 9 in Wausau, Wis. Action Oct. 26.

■ Continued indefinitely Oct. 28 prehearing conference in proceeding on applications of Southern Transmission Corp. for new fixed video stations at Palm Beach Gardens, Stuart, and Fort Pierce, all Florida. Action Oct. 26.

■ Pursuant to rulings made at Oct. 27 prehearing conference in proceeding on application of Carter Mountain Transmission Corp., for cp to install additional trans., to transmit on frequency 6387.5 mc at Copper Mountain, 40 miles south of Worland, Wyo., scheduled hearing for Nov. 28 and other procedural steps in proceeding. Action Oct. 27.

■ Granted request by Southwestern Operating Co., protestant, and continued indefinitely Nov. 2 hearing in proceeding on applications of Mesa Microwave Inc., for new fixed video radio stations at Miguel, 15 miles east of Pearsall, 7 miles east of Cotulla, and at Hilltop, 12 miles west of Encinal, all Texas. Action Oct. 27.

**By Hearing Examiner Isadore A. Honig**

■ Pursuant to agreement of parties at Oct. 26 prehearing conference, continued hearing from Nov. 14 to Dec. 13 in proceeding on am application of Dunlea Bcstg. Industries Inc. (WMFD) Wilmington, N. C. Action Oct. 26.

■ Issued memorandum of ruling finalizing announcement of ruling made by hearing examiner in proceeding on application of M & M Bcstg. Co. (WLUK-TV) Marinette, Wis., granting *nunc pro tunc* Oct. 26 motion by Aeronautical Intervenors for further postponement from Oct. 27 to Nov. 21 to file motion to reopen evidentiary record and from Nov. 1 to Nov. 28 for oral argument on any such reopening motion filed by intervenors. Action Oct. 31.

**By Hearing Examiner Annie Neal Huntting**

■ Upon agreement of parties at Oct. 27 prehearing conference, continued Nov. 10 hearing to Jan. 4, 1961 in proceeding on application of Radio Millington Inc., for new am station in Millington, Tenn. Action Oct. 27.

■ Pursuant to agreements reached by parties at Oct. 27 prehearing conference, divided applications into three groups and designated various procedural steps in proceeding on am applications of Four States Bcstg. Co., Halfway, Md., et al.; Group I—hearing on issues other than engineering, Jan. 30; Group II and III—further prehearing conference, Nov. 21. Action Nov. 1.

■ Granted motion by Service Bcstg. Co., Concord, Calif. and extended from Oct. 31 to Nov. 30 time to file proposed findings of fact and from Nov. 14 to Dec. 15 for replies in proceeding on its am application. Action Nov. 1.

**By Hearing Examiner H. Gifford Irion**

■ On own motion, continued Nov. 7 hearing to Nov. 28 in Medford, Ore., tv ch. 10 proceeding (TOT Industries Inc., et al). Action Oct. 27.

**By Hearing Examiner David I. Kraushaar**

■ Upon request by Hennepin Bcstg. Associates and with concurrence of other parties, rescheduled for 1:30 p.m. Nov. 7 further prehearing conference which was scheduled for 10 a.m. that date in proceeding on its application for new am station in Minneapolis, Minn., et al. Action Oct. 26.

■ Pursuant to agreements reached at Oct. 26 prehearing conference, continued Nov. 8 hearing to Nov. 10 in proceeding on am applications of Booth Bcstg. Co. (WIOU) Kokomo, Ind., et al. Action Oct. 26.

■ On own motion, corrected in various respects transcript of prehearing conference in proceeding on am applications of Frederick County Bcstrs., Winchester, Va. Action Oct. 27.

**By Hearing Examiner Forest L. McClenning**

■ Scheduled prehearing conference for Nov. 15 in proceeding on application of David L. Kurtz for new fm station in Philadelphia, Pa. Action Oct. 27.

■ Scheduled prehearing conference for Nov. 15 in proceeding on application of Jesse Frank Carter for new am station in Eureka, Calif. Action Oct. 27.

**By Hearing Examiner Herbert Sharfman**

■ Upon oral request of Broadcast Bureau and without objection by other parties, further extended from Nov. 1 to Nov. 21 time for filing initial proposed findings and from Dec. 2 to Dec. 20 for replies in proceeding on am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. Action Oct. 25.

■ Upon oral request by Mountain Empire Radio Co., Clinton, Tenn., and without objection by other parties, continued Oct. 26 hearing to Nov. 2 in proceeding on am application of Mountain Empire Radio Co., Clinton, Tenn. Action Oct. 25.

■ Granted petition by Midland Bcstg. Co. (WMDN) Midland, Mich., for leave to amend its am application in consolidated am proceeding in dockets et al by specifying new trans. site about 4,500 feet westsouthwest from the site now proposed. Action Oct. 26.

■ Issued memorandum of ruling taken following discussion by counsel at Oct. 27 hearing concerning petition by Mid-America Bcstrs. Inc. and Gordon Bcstg. of San Francisco Inc., for leave to amend Mid-America's application to reflect the assignment of license of station KOBY (now KQBY) from Mid-America to Gordon; substituted Gordon Bcstg. of San Francisco Inc. (KQBY) San Francisco, Calif., as party-applicant in docket in place of Mid-America. Action Oct. 27.

■ Issued statement to make clear that Francis C. Morgan Jr., Larned, Kans., exhibit 9 was received in proceeding on its am application, et al. Action Oct. 28.

■ Granted petition by Broadcast Bureau and extended from Nov. 1 to Nov. 22 time to file initial proposed findings and from Nov. 14 to Dec. 2 for replies in proceeding on am applications of M-L Radio Inc. (KMLW) Marlin, and Taft Bcstg. Co., Houston, Tex. Action Oct. 28.

■ Upon request by Broadcast Bureau and with consent of Donze Enterprises Inc. (KSGM) Chester, Ill., extended from Oct. 28 to Nov. 4 time for Broadcast Bureau to file comments upon Donze's proposed findings of fact and conclusions and from Nov. 7 to Nov. 14 for Donze to file replies to comments in proceeding on Donze's am application. Action Oct. 28.

## BROADCAST ACTIONS

**By Broadcast Bureau**

**Actions of October 28**

**WFGM-FM Fitchburg, Mass.**—Granted assignment of cp and SCA to Music Service Corp.

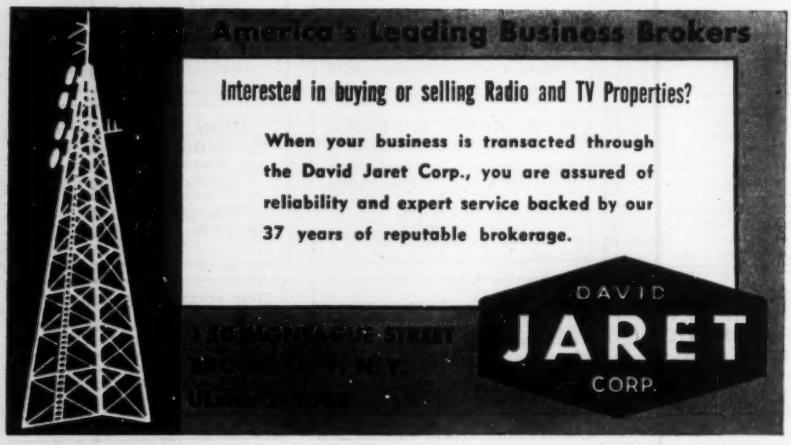
**KENN Farmington, N. M.**—Granted assignment of license to **Kenn-Land Bcstg. Inc.**

**WRMS Beardstown, Ill.**—Granted assignment of license to **Beardstown Bcstg. Co.**

**WLEC-AM-FM Sandusky, Ohio**—Granted assignment of license to **Cleveland Bcstg, Inc.**

**KGUC Gunnison, Colo.**—Granted license for am station and specify studio and remote control point.

**KATL Miles City, Mont.**—Granted license covering increase in daytime power and installation new trans.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**KBOW Butte, Mont.**—Granted license covering installation new trans. and increase in daytime power.

**KLEI Kailua, Hawaii**—Granted license covering changes in ant. system (increase height) and changes in ground system.

**KFSA Fort Smith, Ark.**—Granted license covering change of type trans.

**WEST-FM Easton, Pa.**—Granted mod. of cp to change type trans. and type ant.; ERP 2.65 kw.

**KLFM(FM) Long Beach, Calif.**—Granted mod. of cp to increase ERP to 350 w, decrease ant. height to 380 ft., change type trans. and new ant. and make changes in ant. system.

**WGGC(FM) Glasgow, Ky.**—Granted mod. of cp to increase ERP to 4.3 kw, change type trans. and make changes in transmitting equipment.

**KAIR Tucson, Ariz.**—Remote control permitted.

**KEOS Flagstaff, Ariz.**—Remote control permitted.

■ Following stations granted extensions of completion dates as shown: KSRF(FM) Santa Monica, Calif., to April 1, 1961 and WSLM-FM Salem, Ind., to Nov. 30.

### Actions of October 27

■ Granted STA for following vhf tv repeater stations: R.V.T.V. Repeater Assn., chs. 6, 2, 10, Round Valley, Ariz. (KGUN, ch. 9, Tucson, Ariz., KGGM, ch. 13, and KOB-TV, ch. 4, both Albuquerque, N. M.); Whit Engineering, chs. 3 and 7, Glenwood Springs, Colo. (KREX-TV, ch. 5, Grand Junction, Colo.); Four Corners Tv Club, chs. 13, Dolores, 4 and 7, Dove Creek, 7, Dolores and 13 Dove Creek, all Colorado (KGGM-TV, ch. 13, KOB-TV, ch. 4, KOAT-TV, ch. 7, and KGGM-TV, ch. 13, all Albuquerque, N. M.); Ferdinand Tv Service, chs. 7, 13 and 9, Ferdinand, Idaho (KXLY-TV, ch. 4, KHQ-TV, ch. 6, and KREM-TV, ch. 2, all Spokane, Washington); Townsend Tv Club, ch. 10, Townsend & vicinity, Broadwater County, ch. 8, Townsend and vicinity, Mont. (KXLF-TV, ch. 4, Butte, Mont., and KFBB-TV, ch. 5, Great Falls, Mont.); Wyola Community Tv Assn., chs. 13 and 10, Wyola, Mont. (KGHL-TV, ch. 8 and KOOK-TV, ch. 2, both Billings, Montana); Thompson Falls T V Boosters Inc., chs. 4, 2 and 6, Thompson Falls, Mont. (KXLY-TV, ch. 4, KREM-TV, ch. 2, and KHQ-TV, ch. 6, all Spokane, Washington); Town of Powell, chs. 5 and 12, Powell, Wyo. (KGHL-TV, ch. 8 and KOOK-TV, ch. 2, both Billings, Montana).

**WRAL-FM Raleigh, N. C.**—Granted cp to increase ERP to 250 kw, ant. height to 990 ft., change trans. location, install two new trans. and new ant. and make changes in ant. system.

**KOSU-FM Stillwater, Okla.**—Granted cp to change ant.-trans. and main studio location, type trans. and type ant.; ERP 220 w, ant. 63 ft.

**WAYL(FM) Minneapolis, Minn.**—Granted mod. of cp to increase ERP to 10 kw; change frequency to 96.1 mc; type trans., make changes in ant. system and change type ant.

**WGIV Charlotte, N. C.**—Granted mod. of cp to operate trans. by remote control while using Non-DA ant.

**WATN Watertown, N. Y.**—Granted extension of authority to Dec. 15 to remain silent.

**WVLD Valdosta, Ga.**—Granted temporary authority to Jan. 2, 1961 to operate unl. time.

**WKBX Kissimmee, Fla.**—Granted authority to Jan. 31, 1961 to remain silent.

■ Following stations granted extensions of completion dates as shown: WDJD(FM) Warwick, R. I. to March 30, 1961; KUGN Eugene, Ore., to Dec. 26 and *KCSD-TV Kansas City, Mo. to Jan. 24, 1961.

**WMFJ Daytona Beach, Fla.**—Granted cp to install new trans. (main trans. location) as aux. trans.; remote control permitted.

**WTOS(FM) Wauwatosa, Wis.** — Granted mod. of cp to increase ERP to 3.5 kw; decrease ant. height to 105 ft.; change ant.-trans. and main studio location and change type trans.

**WTAB Tabor City, N. C.**—Remote control permitted.

### Actions of October 25

■ Granted STA for following vhf tv repeater stations: Burlington Chamber of Commerce Inc., chs. 13 and 2, Burlington, Colo. (KHPL-TV, ch. 6, Hays Center, Neb., and KOMO-TV, ch. 8, McCook, Neb.); Roy Tv Club, chs. 6, 2 and 11, Roy, N. M. (KGGM-TV, ch. 13, KOAT-TV, ch. 7 and KOB-TV, ch. 4, all Albuquerque, New Mexico); Bob's Radio & Tv Service, chs. 3, 2 and 4, Lincoln Beach to Oceanlake, Ore. (KOIN-TV, ch. 6, KPTV, ch. 12 and KGW-TV, ch. 8, all Portland, Oregon); Lemmon Community Tv Association, ch. 8 and 11, Lemmon and surrounding area, S. D. (KFYR-TV, ch. 5, Bismarck, N. D., and KDIX-TV, ch. 2, Dickinson, N. D.); Wellsville Tv Translator Co., chs. 13, 10 and 8, Wellsville, Utah (KSL-TV, ch. 5, KCPX-TV, ch. 4 and KUTV, ch. 2, all Salt Lake City, Utah); Escalante T.V., chs. 2, 10 and 13, Escalante, Utah (KUTV, ch. 2, KCPX-TV, ch. 4 and KSL-TV, ch. 5, all Salt Lake City, Utah); Chesaw Tv Association, chs. 2, 6 and 4, Chesaw, Wash. (KREM-TV, ch. 2, KHQ-TV, ch. 6 and KXLY-TV, ch. 4, all Spokane, Washington); Peoples T. V. Assn. Inc., chs. 8, 10 and 13, Stratford, Warden, Othello, Soap Lake, Ephrata, Moses Lake and Larson Air Force Base, all Washington (KREM-TV, ch. 2, KXLY-TV, ch. 4, and KHQ-TV, ch. 6, all Spokane, Washington).

**KATV(TV) Little Rock, Ark.**—Granted acquisition of negative control by each **John Griffin** and **James C. Leake** through sale of common voting stock by **Bryan Mathes** to **Central-South Sales Co.** to be held as treasury stock.

***KCSD-TV Kansas City, Mo.** — Granted mod. of cp to change type trans. and make minor equipment change; ERP vis. 17.4 kw, aur. 9.55 kw.

**WIBF Jenkintown, Pa.**—Remote control permitted.

### Actions of October 24

■ Granted STA for following vhf tv repeater stations: Cotopaxi Community Tv Club, ch. 9, Cotopaxi, Colo. (KCSJ-TV, ch. 5, Pueblo, Colo.); Ark Valley Tv Inc., ch. 3, Lamar, Colo. (KKTV, ch. 11, Colorado Springs, Colo.); Yampa Valley Tv Assn., chs. 11, Yampa Valley above and below Steamboat Springs, 8, Hayden, 6, Hayden, 8 and 6, Steamboat Springs, 8 and 2, Craig and rural area, 6 and 8, Oak Creek, 13, Yampa Valley above and below Steamboat Springs, and 6, Craig, all Colorado (KOA-TV, ch. 4, Denver, Colo., KFBC-TV Cheyenne, Wyo., KOA-TV Denver, Colo., KFBC-TV Cheyenne, Wyo., KOA-TV Denver, Colo., KFBC-TV Cheyenne, Wyo., KOA-TV Denver, Colo., KOA-TV Denver, Colo., KFBC-TV Cheyenne, Wyo., KFBC-TV Cheyenne, Wyo., and KOA-TV Denver, Colo.); Virginia City T. V. Repeater Club, ch. 7, Virginia City, Mont. (KXLF-TV, ch. 4, Butte, Mont.); Kalispell Booster Club, ch. 11, Kalispell Area, Mont. (KMSO-TV, ch. 13, Missoula, Mont.); Big Flat Tv Assn., ch. 11, Hogeland-Turner area, Mont. (KFBB-TV, ch. 5, Great Falls, Mont.); Chadron Tv Improvement Assn., ch. 6, Chadron, Neb. (KSTF, ch. 10, Scottsbluff, Neb.); Free Community Tv, ch. 7 Tv, ch. 7, Scottsbluff, Gering, Minatare and Bayard, all Nebraska (KDUH-TV, ch. 4, Hay Springs, Neb.); North Platte Tv Inc., chs. 11, 9, 10, 9, and 11, Mullen, Broken Bow, Curtis, Ogallale and Grant, all Nebraska. (KNOP-TV, ch. 2, North Platte, Neb.); White Pine County Tv District No. 1, chs. 11, 2, 4, 5, 7, and 9, Mill and Murray Street Canyon Area, Ely and Ruth, both Nevada. (KSL-TV, ch. 5, KUTV, ch. 2, all Salt Lake City, Utah); Scottsburg T. V. Assn., ch. 3, Scottsburg, Ore. (KVAL-TV, ch. 13, Eugene, Ore.); Green River Community Tv Inc., chs. 11, 9, 4, 2, 5, 13, Green River, Utah (KCPX-TV, ch. 4, KUTV, ch. 2, KCPX-TV, ch. 4, KUTV, ch. 2, KSL-TV, ch. 5, KSL-TV, ch. 5, all Salt Lake City, Utah); E. R. Fowler, chs. 7 and 6, Nile Community, Wash. (KIMA-TV, ch. 29 and KNDO-TV, ch. 23, both Yakima, Washington.)

**Columbia Bcstg. System Inc. St. Louis, Mo.**—Granted cp for new low power station; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

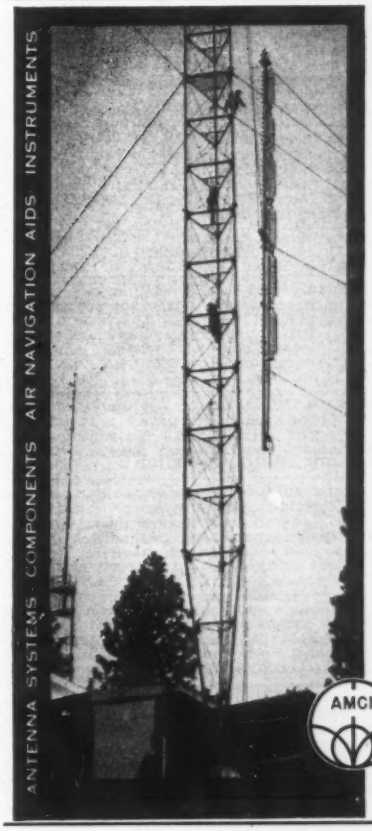
**WEAR-TV Pensacola, Fla.**—Granted mod. of cp to change type trans.; ERP vis. 100 kw, aur. 50 kw.

**WIPM-TV Mayaguez, P. R.**—Granted extension of completion date to Feb. 28, 1961.

## Petitions for rulemaking

**WERE and WERC Cleveland, Ohio and Erie, Pa.**—Requests amendment of rules so as to permit standard broadcast stations to operate with compatible single-sideband system of modulation (CSSB). Ann. Oct. 28.

**Community Bcstrs. Association Inc. Hopkinsville, Ky.**—Requests amendment of sec. 0.241; 1.354(a) (2); 3.24(g); 3.25(c); 3.37; 3.87(a) (4); 3.182(a) (4); 3.182(w); 3.188(d) and 3.189(a) (i) of rules so as to permit expeditious processing of applications of class IV stations for increases in power above 250 w. In alternative, issuance of public notice indicating intention to waive provisions of necessary rules, is requested. Ann. Oct. 28.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**Working general manager.** Must be willing and able to invest in minority ownership. Box 751C, BROADCASTING.

**Manager** for Pittsburgh area station. Fine opportunity in interesting city. Box 768C, BROADCASTING.

**Leading AM regional** in major eastern market wants sales manager to head up local selling staff. Must have solid record in an important metropolitan area. Starting compensation open and substantial. Can advance financially and in executive responsibility. Multiple operation comtemplated. Will be available for interview at NAB Washington meeting Nov. 13 thru 15. Wire for appointment, Box 800C, BROADCASTING.

**Manager, dependable,** sober Milwaukee County, new FM, strong sales programming as AM, well financed opening 90 days, real opportunity. References. Box 802C, BROADCASTING.

### Sales

**South Florida calls.** Before winter strikes, make the move you've dreamed about. Fulltimer metro market needs salesman at least two years experience. Good opportunity for you to work up in one owner chain. Box 259C, BROADCASTING.

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**Top-rated station** in Little Rock, Arkansas—has opening salesman with management potential. 30-40, married. Guarantee moving expenses, rapid advancement for producer. Area applicants favored. Send resume, photo, first letter. Box 704C, BROADCASTING.

**Radio time salesman** with drive and imagination. Guarantee plus top commission. San Diego market. Box 739C, BROADCASTING.

**Wanted:** Commercial manager for run-down daytime station, good section south. Must be southerner, or worked in south. Want man looking for challenge. Fossibilities good. Right man work into manager later. Write Box 769C, BROADCASTING.

**National sales manager.** 5000 watts regional station, serving eastern agricultural market, wants agency contact-man, also to supervise regional sales. Box 778C, BROADCASTING.

**Salesman**—Top St. Louis independent. Unlimited opportunity for right man. $6000 plus. Exceptional sales ability required. Boom market. Box 788C, BROADCASTING.

### Help Wanted—(Cont'd)

### Sales

**Second salesman** in Great Lakes 100,000 two station market. Opportunity for small market salesman to step up. Security and help given. Box 804C, BROADCASTING.

**Top-rated station**—Jackson, Miss.—has opening—salesman with management potential—30-40 — married. Guarantee — moving expenses—rapid advancement for producer. Area applicants favored. Send resume-photo first letter. P.O. Box 197, Jackson, Miss.

**Wanted.** Experienced salesman or sales manager for 5000 watt top-rated western Pennsylvania radio station. Great opportunity for right person. Write, giving background and experience to Box 10960, Pittsburgh 36, Pa

**Experienced time salesman**—Salary and commission. Excellent conditions and opportunities. Top station in market—KXRO, Aberdeen, Wash. Contact Fred Goddard.

**Excellent opportunity** now for experienced radio salesman in Madison, Wisconsin with top rated music and news station. Wonderful market for sales, earnings and family life. Write Phil Fisher, Sales Manager, WISM, Madison, Wisconsin.

**What proposition acceptable?** Phone or write W-RIP, Chattanooga.

**New England** radio salesmen . . . only major leaguers wanted for top 5 kw in major market, new ownership. Lucrative draw (based on experience) against 20% commission. Apply in complete confidence to General Manager, WTYM, Springfield, Mass.

**Salesman-announcer** to handle two to three hour remote show from top night club in 200,000 population area. Name your own terms. Qualifications and air check to: Harold Gann, Holiday House, 2300 So. Union, Bakersfield, California.

### Announcers

**Expanding staff**—Dallas station, not top 40, has opening for top notch announcer with bright mature delivery. Also production man with announcing experience. Send tape, picture, complete resume, and personal references. Box 664C, BROADCASTING.

**Where is** the above average announcer with first phone? Solid northwest network station needs combo man. No maintenance. We expect the best and pay accordingly. Box 697C, BROADCASTING.

**Eastern fulltimer** in metropolitan suburb has opening for experienced announcer. Adult programming, sound operation, and fine local reputation in the market. If you are a good, experienced, small market announcer on the way up, this attractive job is for you! Box 709C, BROADCASTING.

**Immediate opening** in south Florida for ambitious, bright personality dj. Future determined by initiative. Must be interested in m-o-n-e-y. No beginners. Rush tape, resume. Box 714C, BROADCASTING.

**Experienced announcer** wanted by Illinois kilowatt independent adult music station for dj work plus news gathering and writing. Excellent starting salary. Many extra benefits for mature man with proved ability. Personal interview necessary. List age, education, family status. detailed experience. Box 718C, BROADCASTING.

### Help Wanted—(Cont'd)

### Announcers

**Station with Schafer** automation upstate NY wants alert professional announcer-newsman. Oportunity for pd job. No teenage idols, prima donnas need apply. Good salary, benefits. Box 733C, BROADCASTING.

**We want** a top morning dj. One who knows how to project great personality and yet remain within the confines of a popular musical format. This is a metropolitan area station rated #1. We will pay for a top man, so send air check and complete background resume to Box 748C, BROADCASTING.

**We have much** to offer a friendly adult type morning personality who can double in sales. Good income, pleasant working conditions, college town and well established station in Virginia. Send complete resume including starting salary and tape, to Box 764C, BROADCASTING.

**Announcer** with first ticket. Send tape, experience. P.O. Box 307, Vestal, Broome County, New York.

**K-EZY**—Disneyland Hotel—Anaheim, California. Ideal living. Auditioning experienced announcers with 1st phone. Announcing strong, technical light. Air mail tape, photo, resume, references, salary expected.

**Announcer.** With sports ability preferable. Will settle for really solid, steady, reliable, dependable staff man who has friendly, sincere presentation. We will investigate past performance records. Send tape, snapshot, salary expected, full details. Mason Dixon, KFTM, Fort Morgan, Colorado.

**Announcer** with first phone. New Gates maintenance necessary. Tape, resume, and salary requirements to KGUC, Gunnison, Colorado.

**Need good young man** with experience for staff announcing. No rock and roll. Good quality station nice town. Lowell Jack, KMAN, Manhattan, Kansas.

**Immediate opening** staff announcer. Send tape and reference Paul Rahders, Program Director, KSDN, Aberdeen, South Dakota.

**Announcer, salesman.** Immediate opening, strong on sales; some board time. KSUE, Susanville, California.

**Wanted.** Announcer with experience and good voice that can do news, sports, and record program. Send tape to KVCK. Wolf Point, Montana. Pay good.

**Announcer, morning.** Experienced. Tape, resume, salary requirements. WHLT, Huntington, Indiana.

**DJ capable handling** fast pace, tight production format. Experience necessary. Air checks, background and photo to Bill Frosch, WISH, Indianoplis.

**Fulltimer** needs a daytimer on "The 10 to 3 place to be." Must have a yen for entertaining the housewife while dad is away. WNCO, Ashland, Ohio.

**WNLC, New London,** Connecticut. Staff position. Start $85. week. Commercial experience required. Send tape, resume. Bill Hoffman, Program Director.

**Announcer.** Mature voice, tight production, stable worker. Good salary. Send complete resume, references, photo and tape to Merrill Smith, Program Director, WONN, Lakeland, Florida.

## Help Wanted—(Cont'd)

### Announcers

**Opening** for morning staff anncuncer—experienced-middle road music policy. Send tape, photo, resume and salary expected. WRIG, Wausau, Wisconsin.

**At once! Announcer** with first phone. Maintenance a must. $100 weekly. Tape, resume to WRUM, Rumford, Maine.

**Immediate opening** top announcer for fine music station. Send tape and resume to WSKY, Asheville, North Carolina.

**Creativity.** The sounds that build your rating. Offering specially taped one liners unique and professional. Over 100 original wild tracks successful in major markets. $10.00 cash or money order buys entire package. First come basis. Samples one buck and your tape. Eastman Productions, 1836 Jackson Street, Hollywood, Florida.

**Professional announcer** with a thorough knowledge of the entire standard classical repertory; a real speaking knowledge of at least French, German, Italian and a familiarity with other languages. Experience in general production. Top pay. Send audition and resume to International Good Music, 1151 Ellis Street, Bellingham, Wash.

**Announcers.** Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

**Announcer-engineers** experienced with first class ticket for new station in Delaware, Ohio. Third station in growing group. Send tape and full details to C. R. Taylor, 14 Campbell St., Delaware, Ohio.

### Technical

**Immediate opening** for engineer-announcer at southeastern daylight station. Require first ticket. Good salary, hours, to right man. Send audition tape and resume to Box 472C, BROADCASTING.

**Wanted** — Chief engineer-announcer. Announcing secondary. Must have car and ability to maintain equipment at a well equipped 250 watter soon to be one kilowatt. Box 666C, BROADCASTING.

**Studio engineer** with top 40 experience to handle maintenance and production. Need top flight man for top station in the gulf area. Apply Box 677C, BROADCASTING.

**Experienced technician** for directionalized 5 kw northeast regional major market. Permanent job with opportunity for advancement. Car required. Reply in confidence. Box 741C, BROADCASTING.

**Chief engineer**—Must be mature, experienced, with directional operation. Position is executive, supervisory-maintenance, no transmitter duty, familiarity with modern equipment essential, salary excellent and commensurate with ability. KSTT-Davenport, Iowa.

**Transmitter engineer.** #1 station, Illinois' second market. Permanent position with excellent working conditions. Opportunity to share mobile equipment maintenance and facilities development. Write R. D. Schneider, WIRL, Peoria, Ill.

**Chief engineer** or combo chief and announcer. Salary open. WVOS, Liberty, New York.

### Production-Programming, Others

**Small California market** has opening for chief engineer-announcer and program director. Send resume to Box 690C, BROADCASTING.

**Major Iowa station** will employ aggressive, news-conscious news reporter, capable of gathering, re-writing, airing. Prefer area applicants. Please send resume, pertinent information, starting salary requirement, references. Applications will be acknowledged. Box 736C, BROADCASTING.

## Help Wanted—(Cont'd)

### Production-Programming, Others

**Newsman** with good authoritative voice for 500 watt daytimer. Experience secondary. KGHM, Brookfield, Missouri.

**News editor** for one shift of 24-hour operation. Must be experienced in telephone coverage and rewrite from legmen. Ability to plan work, turn out first-rate copy, and offer dynamic air presentation are essential in addition to news sense. Above average pay with starting rate based on experience. Ten-man news staff. Resume, photo, and tape to News Director, WCOL, Columbus 15, Ohio.

**Aggressive newsman** with strong voice needed for expanding midwest operation. Excellent opportunity for advancement. Send tape and complete details including salary requirements to Bill Clark, WCUE, Akron 8, Ohio.

**Newsman** who can fit "first person" news operation. Must be able to handle tapes, beeper phones, rewrite. Send air checks, complete background, photo to Bill Frosch, WISH, Indianapolis.

**Open,** a permanent position in radio copy. Past experience and good record necessary. Good pay, pleasant living conditions in Kenosha, Wisconsin. Midway between Milwaukee and Chicago. Call or write Bill Lipman, WLIP.

## RADIO

### Situations Wanted—Management

**Eight years** successful radio management, consultant, business experience. Proven operational methods will guarantee profit increases. Box 678C, BROADCASTING.

**12 years experience** small market radio. 2 years salesmanager, 4 years manager, 28 years old. Presently general manager. Would want personal interview states of Oregon, Washington, Idaho or Montana. Box 689C, BROADCASTING.

**If you need** a go-getting station manager with lots of experience in every phase of radio-tv write fully. In present position several years. Box 694C, BROADCASTING.

**Potential is good** but a proven record of accomplishment is better! Family man with fifteen years in radio, all phases, seeks improvement. Presently employed at five figures. Have first phone. Second spot in major market considered. Prefer south or west. Box 734C, BROADCASTING.

**Top market salesmanager** ready for general managership or sales manager with definite future! Hard driving, excellent administrator. Likes to sell and help men. Good selling is answer to most station problems. 35, married, one child, college degree, well seasoned. Prefer east or middle Atlantic states. Box 754C, BROADCASTING.

**Experience includes** radio station operation. Appliance sales both retail store ownership and factory rep. Drug sales-wholesale and factory rep—Knowledge and contacts that are valuable in station operation. Interested in opportunity. Box 756C, BROADCASTING.

**Manager, salesman.** Experienced, including ZIV-TV. Married, college, 37. Creative, energetic. Box 758C, BROADCASTING.

**Dynamic** small-medium market manager with sales, program, tech experience wants firm station. Box 766C, BROADCASTING.

**Need an aggressive** manager or sales manager. Proven record, small or large market. Now employed. Penna. broadcaster. Box 791C, BROADCASTING.

**Station sick?** Top level executive available weekends as consultant. Write P. O. Box 35381, S. Post Oak Rd. Sta., Houston 35, Texas.

### Sales

**Graduate** of radio and tv school seeking start in radio or tv as salesman or announcer. Edwin Brady, 6019 E. South St., Lakewood, California.

## Situations Wanted—(Cont'd)

### Announcers

**Announcer**—Inventive young top tune specialist. 22, college, major market experience, excellent production. Box 667C, BROADCASTING.

**Young announcer** wants work in the west or midwest. Two years of experience. Can do any type of operation, please state your type of operation in reply. Box 673C, BROADCASTING.

**DJ with 5 years** combo work desires work in midwest, Indiana or Ohio if possible. Perhaps you can't find the right sound; now's your chance to sound like radio again. Station must be willing to go half-way or further. Presently employed having worked at this position nearly 4 years. Excellent references. Will be available Dec. 20. Come an' get it!! Box 695C, BROADCASTING.

**Sports and pd** play-by-play, staff. 8 years experience, 26, college graduate, family, finest character and references, employed. Box 710C, BROADCASTING.

**DJ, strong sell,** news, combo work, will relocate. Box 721C, BROADCASTING.

**Announcer, dj,** family man, experienced, will settle. Salesman. TR 6-1291, NYC. Box 743C, BROADCASTING.

**DJ, negro,** versatile, sales-minded, tight board, available immediately. Box 722C, BROADCASTING.

**Gal dj,** strong copy, run board, good sell, will travel. Box 723C, BROADCASTING.

**Announcer,** record man, newsman, television experience, with interesting adult ideas for record show. Currently employed as newsman in metropolitan southwest city. Married, desire permanent position. Box 732C, BROADCASTING.

**Good announcer** or working pd, experienced all phases, married, vet, now working. Box 735C, BROADCASTING.

**Experience will do** it every time! Mature network-type announcer wants to relocate. Everything from Monster of Ceremonies on TV Shock Theatre, panel show moderator, friendly dj (oops, no format or rock 'n' roll!), authoritative newscaster, actor with 10 dialects, convincing commercial delivery and writer of continuity that sells—I've done 'em all! Presently employed. No prima donna, floater or lush. Reliability my motto —permanency my goal. Interested? Write to Box 738C, BROADCASTING.

**Announcer, experienced.** Family man. Sales. Bright sound. Want to settle down. Box 740C, BROADCASTING.

**Announcer experienced,** family man, dj, fast ad lib, board. TR 6-1291, NYC. Box 744C, BROADCASTING.

**Announcer,** young, realistic, ambitious. Cheerful style. Tape available. Also copy. Box 746C, BROADCASTING.

**Basketball play-by-play** seven years experience, finest of references. Box 747C, BROADCASTING.

**Presently working** at #1 station in Dayton, Ohio. Experienced, personality disk jockey-tight format-swinger-promotional minded-wants markets with personal appearances and hops. Prefer Ohio, Kentucky, Indiana, or state where warm weather prevails but will consider others. I'm ready to relocate and make you #1. Have contacts, tapes will travel. Box 749C, BROADCASTING.

**DJ—Experienced,** young, ambitious. Presently employed. Desires top 40. Pennsylvania, Maryland, New Jersey. Box 750C, BROADCASTING.

**Top announcer** skilled all phases broadcasting. Presently in major market. Desires to relocate, Florida or New Orleans, quality station, no top 40. Married, early thirties. Box 752C, BROADCASTING.

**If you're looking** for an announcer strong on commercials and news, let's get together. Nine years proven experience in sell. Now working in 200,000 market. Box 755C, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

**Capable, intelligent** disc jockey, negro, available, completed 8 months announcer training studios. Tops in news. Work own board. Box 759C, BROADCASTING.

**Announcer, will travel,** handles news, commercials, disc jockey and own board. Audition tape available. Box 760C, BROADCASTING.

**Adult announcer** experienced in own engineering of commercials, news, recording, desires full time opportunity in small immediate south or midwest station. Box 763C, BROADCASTING.

**Experienced announcer,** dj, mature voice, good personality. Five years experience in one of Ohio's important markets. Consistently top rated. Excellent references, married. Box 765C, BROADCASTING.

**Solid radio.** Nine years, with references. Knows formula and standard radio. Veteran with college. Best of background. Tight production. Box 767C, BROADCASTING.

**Poor man's Don McNeil** wants south, seventy-five, sunshine (days). Box 770C, BROADCASTING.

**Suburban Chicago** personality desires midwest station with W-I-N-D music-news formula allowing deejay creativity. Must arrange interview. Box 771C, BROADCASTING.

**Announcer,** 5 years experience, all phases. Seeks position midwest. State salary, benefits, etc., 1st letter. Box 772C, BROADCASTING.

**Hot tip!** In the red? Let's go black. Pulse rated. Audience builder. Money maker. Ready to go now. Top references. 32, 10 years, midwest. Box 773C, BROADCASTING.

**Morning man** of exceptional ability and experience. Fifteen years at one of nation's finest 50,000 stations. Friendly, sober, easy-going jocular adult with adult approach. No rock and roll. Equally acceptable as late night personality. Tape, picture and resume waiting. Available in December. Reply to "Experienced." Box 780C, BROADCASTING.

**Good home wanted** for a Discopolis Jockoromos. This specie loves easy style money, good music. Allergic to R'N'R, hard-sell triple spots and newscasts. Can be recognized by great voice and simple ad-libs. Box 781C BROADCASTING.

**Deejay—half million market.** Looking for smaller market with opportunities in news and sports. Five years radio, all phases. Top ratings. Box 783C, BROADCASTING.

**Announcer, chief engineer,** production, program director. Directional, major market experience. Box 784C, BROADCASTING.

**Seasoned** veteran of morning disc work looking for market facing competition. Married—family man, sincere middle-of-the-road personality. Box 787C, BROADCASTING.

**Announcer,** experienced newspaper background. College graduate, Fairmont, West Virginia, 9897.

**Versatile** radio-television announcer. Seven years. All phases. Available now. Jim Dolan, 9400 Indian Boundary, Gary, Indiana. YEllowstone 8-5178.

**Major midwest markets:** air salesman worth more than he's asking wants to work hard for best station in your city, help make it better. Five years here, six last station. Check qualifications. Jack Larkin, 1214 Franklin, Moberly, Mo. AMherst 3-3711.

**D-Js experienced.** Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

**C&W dj—salesman.** 7 years experience. Dependable, good references. Had year basketball play-by-play experience. Now employed at KTCN. Write: Jack Reno, phone GA 3-2148, Berryville, Arkansas.

## Situations Wanted—(Cont'd)

### Announcers

**Radio, tv announcer,** performer. Michigan and Ohio area. Lite radio experience. Heavy stage, compatible performer. Smooth delivery. Pics available. Live auditions only. Age 35, write The Sad Sack, 29536 W. Chicago, Livonia, Michigan.

### Technical

**Negro first phone.** Some experience. Can also announce. Box 775C, BROADCASTING.

**Transmitter position wanted,** no announcing, 2 years experience, 1st radiotelephone. Box 776C, BROADCASTING.

**Chief engineer,** experienced to 50kw, am-fm. Construction, maintenance, directionals and proofs. No announcing. Box 782C, BROADCASTING.

**First class engineer** for transmitter duty in radio or tv. Experienced. No announcing. Box 789C, BROADCASTING.

**Engineer.** Sixteen months on 4 tower directional wants steady transmitter job. Box 727, Logan, West Virginia.

**Experienced first phone.** Will travel. Box 31393, Los Angeles 31, California.

**First phone beginner** — desires immediate employment. Willing to announce. Fair voice. Clint Scott, 3118 Carlson Drive, Dallas 35, Texas.

**Young engineer,** 21 with first class license, wife one child. Believes in working for security, wants to get into broadcasting. Write Howard Tolley, R#3, Eaton, Ohio.

### Production-Programming, Others

**Award-winning** young newsman seeking responsible position preferring midwest. Complete references from present employers and contacts. Excellent writing, editing, gathering and organization. College education, steady experience. All details upon request. Box 707C, BROADCASTING.

**I am an excellent secretary.** Offer high skills and executive capacities. Valuable experience: radio, tv, advertising, entertainment. Interested in industry executive willing pay better than average wage for serious-minded, intelligent conscientious secretary unafraid of work load or responsibility. Box 731C, BROADCASTING.

**Program director** now available. 15 years broadcast veteran now in major market station. Professional voice, know music and good production. No top 40. Best references from present employer. Box 753C, BROADCASTING.

**Top caliber** program director! 13 years experience in major east coast market. The pd you've been searching for. Creative—highly skilled. Available now for good major market operation! Box 762C, BROADCASTING.

**Available immediately,** experienced traffic supervisor, tv-radio, married, 2 children. Redwood 1-4997, Euclid, Ohio or Box 774C, BROADCASTING.

**Production-manager,** announcer, newsman. Seven years radio-tv. First phone. Distinctive voice. 31, family. Adult music only. Great morning or late evening. $150.00 minimum. Now metropolitan tv director. Box 792C, BROADCASTING.

## TELEVISION

### Help Wanted—Sales

**Energetic, persuasive** salesman large Texas market. Box 796C, BROADCASTING.

**One of America's** finest television stations is expanding its local sales staff on January 1st. Now reviewing applications of experienced tv account executives who desire an opportunity with the number one station in a top market. Send resume and photo first letter to Box 803C, BROADCASTING.

## Help Wanted—(Cont'd)

### Sales

**Virginia's number one** market offers challenge and opportunity to experienced radio or television salesman with desire to become associated with top local television sales department. Excellent salary and commission arrangement. Write full details. Edward J. Hennessy, General Sales Manager, WAVY-TV, Norfolk, Virginia.

### Announcers

**Experienced announcer-switcher** for south Texas station. Box 794C, BROADCASTING.

### Technical

**Transmitter engineer,** strong on maintenance. Network uhf located in California. Send full details of training and experience to Box 706C, BROADCASTING.

**Transmitter engineer** for Texas vhf. Box 795C, BROADCASTING.

**Immediate opening** for engineer with first phone. Write Box 314, Elmira, New York.

**Engineer** with first class license. Experience not necessary. Contact Brian Cox, KCND-TV, Pembina, North Dakota.

**Chief engineer** needed for vhf station KFOY-TV soon to go on air in Hot Springs, Arkansas. Write to Hammett & Edison, Consulting Radio Engineers, Box 68, International Airport, San Francisco 28, California.

**Experienced** studio engineers. Must be tech. school graduate. Send complete information to Chief Engineer. WYES-TV, 916 Navarre Avenue, New Orleans 24, Louisiana.

**Assistant chief engineer** or studio operations engineer. Salary open. Prefer 2 to 3 years experience in maintenance. Jerry E. Smith, C. E., Box 840 Corpus Christi, Texas.

### Production-Programming, Others

**Major west coast station** wants top flight production manager. Man we seek will work directly under program director. He will take full responsibility for directing day to day operations, including film editing, live studio, video taping, lighting, set design, directors, announcers, etc. A real opportunity for a hard working creative man. Experience is essential. Send full details first letter, including salary desired. Box 737C, BROADCASTING.

**Continuity writer** with speed and creativity for vhf in large Texas city. Box 793C, BROADCASTING.

**Experienced, dependable** traffic manager Texas vhf. Box 797C, BROADCASTING.

## TELEVISION

### Situations Wanted—Sales

**As a sales representative** for KSEW, I secured one million dollars business for the year ending 1959, acquiring station break announcements and program sponsorship while maintaining a contented client relationship. For the conclusion of this story—write Box 779C, BROADCASTING.

### Technical

**1st phone,** available immediately, good tv background and potential, single. Box 745C, BROADCASTING.

**Man, 21** wants to relocate in Kansas, Colorado, Nebraska, Oklahoma, Texas or Dakotas. Others considered, first phone. 1 year experience radio engineer. Would like start in tv, radio considered. All replies acknowledged. Box 777C, BROADCASTING.

## Situations Wanted—(Cont'd)

### Technical

**Competent studio operations** interns completing comprehensive production training seeking employment. Recommendable personnel. Contact Intern Supervisor, WTHS-TV, Miami.

### Production-Programming, Others

**Tv cameraman** with experience of NY broadcasting school seeks work. Desire start in tv or radio. Willing to work and learn. Prefer New England but all replies considered. Box 660C, BROADCASTING.

**Young man** now in radio wishes to take up behind the scenes tv. Box 674C, BROADCASTING.

**Radio newsman** currently employed in top 50 market wants to move into tv news in top 100 market. Single, sober, ambitious, reliable, authoritative delivery; ready to move now. Box 680C, BROADCASTING.

**Continuity head** at number one station in top 50 market desires to relocate. Prefer deep south, but will consider all offers. College graduate, ambitious, sober, hard-working, references. Box 681C, BROADCASTING.

## FOR SALE

### Equipment

**Limiter amplifier** (Western Electric type) $125.00. Tape recorders: Ampex 910 $195.00; Norelco $160.00; battery Phonotrix $70.00. Box 3022, Philadelphia 50.

**Gates remote** RDC-10 and M-5144 RF amplifier. Perfect condition with manuals $600. KCHS, Truth Or Consequences, N. Mexico.

**G.E. BC-1-A** two studio consolette in service until September. In operating condition now. Best offer over $325.00. FOB KLIV, Box 995, San Jose, Calif.

**One model** 78-U, 150 foot Wincharger vertical tower. Tower is of uniform cross section, guyed and series feed. Dismantled and ready for shipment with all guy wires insulators and lights. Also Raytheon tuning unit model Rt-1000, Antenna diode unit model RCM-10 and model RLC lighting transformer. Contact General Manager, WMNB, North Adams, Mass., Mohawk 3-6567.

**FM transmitter,** Collins 3.5 kw, model 733. Best offer takes. WMOH, Hamilton, Ohio.

**Tower**—immediate delivery—Utility heavy duty 185′ with lighting kit—dismantled—ready for shipment. WOKJ, Box 2667, Jackson, Miss. FL 4-4096.

**Two RCA TK-20** Iconoscope film camera chains with usable tubes, less camera cables, master monitors and power supplies. Two GE 4-PF 16mm Syncrolite film projectors. One GE PF-3C 3x4-inch slide projector. Make us an offer. Contact W. J. Kotera, WOW-TV, Omaha, Nebraska, phone 346-3400.

**Wanted:** MT-1 Presto-Splicer (Prestoseal Mfg. Co.) The Language Laboratory, The Catholic University, Washington 17, D. C.

**Commercial crystals** and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K. holders, regrinding, repair, etc. BC-604 crystals. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service, Eidson Electronic Co., Box 31 Temple, Texas.

**Video monitors.** Closed circuit and broadcast. Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

**Will buy or sell** broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

**Video monitors-demo units.** We're moving to our new plant in New Brighton, Minn. Several used lab and demo video monitor. 17" models $185.00 @ new warranty, Miratel, Inc., New Brighton 12, Minnesota.

## For Sale

### Equipment—(Cont'd)

**Microwave** transmission line-Andrew 1⅝" and ⅞" teflon insulated. Large quantity, complete with connectors, ells, hardware, cables and dehydrating equipment. New. Unused. Bargain. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

## WANTED TO BUY

### Stations

**Michigan radio station**—Management talent available, prefer to buy with down payment but will pay cash. Hudson White and Company, 101 F. Waters Building, Grand Rapids, Michigan.

## WANTED TO BUY

### Equipment

**Used uhf** transmission equipment including transmitters, filtrexers and antennas. Give full particulars including type numbers, location of equipment, channel number and price. Box 420C, BROADCASTING.

**Wanted**—Used Devry 16 mm motion picture projector model 11000 CD (Navy type AQ-2) or equivalent in good operating condition. Desire unit which has been modified with electromagnetic change over mechanism. Contact E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

**Wanted,** one Western Electric 702 A ocsillator in good condition for cash. Write or phone WABB, Radio Voice of Mobile, P.O. Box 1476, Mobile, Alabama.

**Twin 500 watt tower** beacon assembly with flashing unit. Write or call Claude Jones, WCFV, Clifton Forge, Virginia.

## YOUR HANDY CLASSIFIED AD ORDER FORM

**ISSUE DATE(s)**_____

☐ **TF** (until forbid)

**RATES**

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

**HELP WANTED**

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

**SITUATIONS WANTED**

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

**FOR SALE**

☐ equipment

**WANTED TO BUY**

☐ stations
☐ equipment

**ADDITIONAL CATEGORIES**

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

**COPY**

(If larger space is needed, please attach separate copy)

**BROADCASTING MAGAZINE,** 1735 DeSales St., N.W., Washington 6, D. C.

**NAME**

**COMPANY**

**ADDRESS**

Remittance enclosed $ ☐ Bill

## WANTED TO BUY

### Equipment—(Cont'd)

**3-5 fm transmitter** with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronic Supply, 75 Varick Street, New York 13.

**Anything in broadcasting** field from a tube to a tower sold or bought. Want 1.0 cameras and 10 kw AM trans. Electrofind, 440 Columbus Ave., N.Y.C.

**Do you have** white elephant on your hands? We are in need of complete fm station equipment. Have c.p. for hot spot in southern California ready to go. Prefer complete station setup. Write, wire or phone Cordell Fray, 8046 Fulton Avenue, North Hollywood, California, Triangle 3-1967.

## INSTRUCTIONS

**FCC first phone** license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

**Announcing, programming,** etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

**Since 1946.** The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 4, March 1, 1961. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

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**FCC license.** Resident class or correspondence. First class license instruction completed in five or six weeks. No added cost for added time, if needed. This is the shortest, most practical and least expensive training course of its kind. Free literature. The Pathfinder Method, 5504 Hollywood Boulevard, Suite #216, Hollywood, Calif.

**FCC first phone** license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

## MISCELLANEOUS

**Comedy for deejays!**—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

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# RADIO

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**TOP PERSONALITIES WANTED**

for top market station. Good bright voices and be able to handle tight production. Send complete resume, photo and tape at once.

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Latin America!
UNUSUAL OPPORTUNITY
For Unusual Person!
**Fast moving Radio-TV operation affiliated with ABC International with solid U. S. and Latin American backing wants Radio Program Director for new station.**
**Must have the following qualifications:**
***Speak FLUENT Spanish**
***Solid experience in TOP-40 or Music & News format in U. S. and have ideas on how to make same swing in Spanish.**
**An outstanding career opportunity in a fast growing Central American Market is offered to the person who can meet our qualifications.**
**Write full resume.**
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**NEWSMAN**

Power station in large market, Great Lakes area, has excellent opening for high-grade newsman. State full details and send tape first letter.

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# TELEVISION

## Help Wanted—Technical

**CHIEF ENGINEER**

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**Prefer man with engineernig degree and five to eight years television experience, at least two of which must be as chief of operating station.**

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## Help Wanted (Cont'd.)

### Technical

**FM AND TV EQUIPMENT SALES**

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managers, dj's, pd's . . .get
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write Kini Rice, Box 1516
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| Calif | Single | Daytimer | 75M | 29% |
| Ga | Single | 250w | 175M | terms |
| Tenn | Single | Daytimer | 125M | 29% |
| La | Single | Daytimer | 53M | terms |
| Va | Single | Fulltime | 57M | 15dn |
| TVA | Single | Daytimer | 85M | 30% |
| Texas | Single | 250w | 28M | 3dn |
| Ariz | Single | Fulltime | 73M | 29% |
| Ala | Medium | 250w | 65M | 22dn |
| Calif | Medium | Fulltime | 60M | cash |
| Fla | Medium | Regional | 230M | terms |
| Calif | Medium | Regional | 70M | 29% |
| Va | Metro | Fulltime | 330M | 25% |
| Calif | Metro | Daytimer | 175M | terms |
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## FOR SALE
### Stations

**STATIONS FOR SALE**

SOUTHWEST. Daytimer. Top 100 markets. Asking $90,000 with 29% down.

CALIFORNIA. Full time. $6,500 down.

CALIFORNIA. Daytime. 50,000 market. $8,000 down.

NORTH WEST CENTRAL. Daytimer. Profitable. Gross $70,000. Asking $90,000 with 29% down.

CALIFORNIA. Daytimer. Excellent market. Doing $100,000. Asking $150,000 with 29% down.

FAR WEST. Full time. Growing market. Doing $100,000. Absentee owned. Asking $150,000 with 29% down.

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***Dollar for Dollar***

you can't beat a classified ad for getting top-flight personnel

**BROADCASTING**
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

# *A well-balanced moderate low-fat breakfast for teen-age girls*

Teen-age girls comprise the most poorly fed group in our population today according to nutrition researchers. During this critical growth period, well over half of them skip or skimp on breakfast, the most important meal of the day. As a service to those advising teen-age girls and their parents, this *well-balanced, moderate low-fat basic cereal and milk breakfast* shown in the chart below merits consideration. Its moderate low-fat content of 10.9 gm. provides 20 per cent of the total calories. This is in keeping with the modern trend toward a moderate reduction of dietary fat for all ages. For "Girls, 13 to 15 years," it is *well-balanced* and provides about one-fourth of the recommended daily dietary allowances! The Iowa Breakfast Studies demonstrated that *a basic cereal and milk breakfast was nutritionally efficient* for the young and old alike.

*Recommended Daily Dietary Allowances* and the Nutritional Contribution of a Basic Cereal and Milk Moderate Low-Fat Breakfast*

*Menu: Orange Juice—4 oz.;*
*Cereal, dry weight—1 oz.;*
*Whole Milk—4 oz.; Sugar—1 teaspoon;*
*Toast (white, enriched)—2 slices;*
*Butter—5 gm. (about 1 teaspoon);*
*Nonfat Milk—8 oz.*

| Nutrients | Calories | Protein | Calcium | Iron | Vitamin A | Thiamine | Riboflavin | Niacin equiv. | Ascorbic Acid |
|---|---|---|---|---|---|---|---|---|---|
| Totals supplied by Basic Breakfast | 503 | 20.9 gm. | 0.532 gm. | 2.7 mg. | 588 I.U. | 0.46 mg. | 0.80 mg. | 7.36 mg. | 65.5 mg. |
| Recommended Dietary Allowances—Girls, 13 to 15 Years (49 kg.—108 lb.) | 2600 | 80 gm. | 1.3 gm. | 15 mg. | 5000 I.U. | 1.3 mg. | 2.0 mg. | 17 mg. | 80 mg. |
| Percentage Contributed by Basic Breakfast | 19.3% | 26.1% | 40.9% | 18.0% | 11.8% | 35.4% | 40.0% | 43.3% | 81.9% |

*Cereal Institute, Inc.: Breakfast Source Book. Chicago: Cereal Institute, Inc., 1959.*
*Food & Nutrition Bd.: Recommended Dietary Allowances, Revised 1958. Natl. Acad. Sci.—Natl. Research Council Publication 589, 1958.*
*Watt, B. K., and Merrill, A. L.: Composition of Foods—Raw, Processed, Prepared. U.S.D.A. Agriculture Handbook No. 8, 1950.*

**The allowance levels are intended to cover individual variations among most normal persons as they live in the United States under usual environmental stresses. Calorie allowances apply to individuals usually engaged in moderate physical activity. For office workers or others in sedentary occupations they are excessive. Adjustments must be made for variations in body size, age, physical activity, and environmental temperature.*

**CEREAL INSTITUTE, INC.**
135 South La Salle Street, Chicago 3

*A research and educational endeavor devoted to the betterment of national nutrition*

## OUR RESPECTS to Frederick Fernando Ruegg, vp, CBS Radio

# 'Radio is here to stay'

If it hadn't been for the stock market crash in the fall of 1929, Fred Ruegg might today be skipper of an ocean liner instead of a CBS Radio vice president and general manager of KNX Los Angeles.

In 1930, he was graduated from the Oregon Institute of Technology in Portland, having learned enough about radio to have earned an operator's license. Had U.S. ships been sailing the seas, carrying American-made products to lands around the globe, young Mr. Ruegg undoubtedly would have been aboard one. But the market had crashed; U.S. firms were doing little shipping; few ships were needed and there were few jobs for ship radio operators.

So he left Portland and went back home to Nampa, Idaho, where he got a job with KFXD. He was listed on the payroll as an operator-technician, but his duties also included announcing, playing records, writing commercial announcements for local advertisers, emceeing a kiddies' show and mowing the lawn. ("I suppose you could say that I was learning radio from the ground up," he remarked last week.)

**Basic Training** ▪ By the fall of 1934, Mr. Ruegg felt he had finished basic broadcasting training and was ready for bigger and better things. So he moved to KGIR Butte, Mont. (now KXLF). As at KFXD, his duties combined engineering, announcing and commercial copy writing, but in Butte he was given a crack at selling as well. ("There was no lawn mowing at KGIR; I'd graduated to higher things, like running the mimeograph and licking envelopes on Sundays when Ed Craney [KGIR's owner] was getting out a letter urging other station owners across the country to join his anti-ASCAP crusade.")

Three years later, young Mr. Ruegg was back in Portland, this time not in search of a ship operator's berth but as an announcer at KGW-KEX, where he also did a little program writing. But, as before, his stay in Portland was short and 1938 found him working at KQW San Jose, Calif., as an announcer, technician, writer and record librarian. When KQW moved to San Francisco in 1942, he moved with it and concurrently moved up the ladder to the post of production manager. In 1945 he was promoted to program director and before CBS bought the station in 1949 he also became assistant manager.

He stayed on at KCBS, as KQW had been renamed under the network ownership, as program director. ("Art Hayes had come out from New York to manage the station and Art didn't need an assistant manager," he recalled.) But Mr. Hayes did need Mr. Ruegg's help in handling labor problems at KCBS and in 1953, on his recommendation, CBS Inc. asked Mr. Ruegg to move to its New York headquarters as assistant director of labor negotiations.

**Up CBS Ladder** ▪ Mr. Ruegg stayed in this job for nearly four years ("I enjoyed it even though the frustrations of the job gave me an ulcer"), until December 1956, when he was appointed general manager of KNX Los Angeles and the CBS Radio Pacific Network. In June 1959 he was named a vice president of CBS Radio, while continuing as operating head of KNX and CRPN, posts he still holds.

Unlike some other radio broadcasters, Mr. Ruegg casts no envious glances at the green fields of television across the fence. Radio, he asserts, is not merely here to stay, but is in for changes as tremendous as those which occurred in the 30's when the then new medium was developing a basic format or in the early 50's when it was changing that format to conform to a new era of which tv was also a major force.

**Radio's Here to Stay** ▪ "Radio is far too important not to survive," he declared, "but to do so it's got to become more than a music-and-news medium. Today, people turn to radio first for news and radio is beginning to serve them with other kinds of information as well. I'm sure that the radio format of the future will include entertainment other than music, but what and when and how are questions we don't have the answers for as yet."

Fred Ruegg
High seas' loss—radio's gain

Known throughout Southern California and at CBS Radio headquarters for his down-to-earth approach to radio's problems and for his straight-from-the-shoulder delivery of his decisions as to how they should be handled, Mr. Ruegg makes no bones of his opinion that radio is being sold short by people who ought to know better, people in the broadcasting business as well as the buyers on agency row. "The surveys, the mail, the phone calls keep telling us that the audience is there, listening to the music we play and the words we say, but some of us sometimes overlook what a potent sales medium we have."

Mr. Ruegg is particularly proud of the KNX editorials, which he broadcasts himself. "We started them only a little over a year ago," he said, "and we've put only about 25 editorials on the air in that time, but I believe that they've done more to enhance our public image than anything else KNX has ever done. We're noticed now at City Hall."

Born Oct. 17, 1911, in Gresham, Ore., Frederick Fernando Ruegg (named for his two grandfathers), spent his boyhood on a ranch near Nampa, Idaho, attending country grade school and Nampa High School, from which he was graduated in 1928. Then came OIT, no jobs afloat and, from 1930 to date, a career in radio broadcasting.

In 1933 Fred married Connie Christiansen in Boise. They have two daughters, Shari, 26 and the mother of Fred's two grandchildren, and Michele, 13. The Rueggs live in Sherman Oaks, a fast 40 minutes on the freeway from his offices in Columbia Square at Sunset and Gower in Hollywood.

Like many broadcasting executives, Mr. Ruegg says work occupies far too many hours to leave him time for hobbies, which would be gardening and woodworking if he were free to pursue them. Reminded that he was reputed to be the best read man in radio, he admitted to "doing a fair amount of reading," but seemed surprised that this should be considered a hobby rather than a normal part of everyday life, like eating and working and brushing your teeth.

Fred Ruegg is past chairman and a present board member of Southern California Broadcasters Assn., comprising some 65 radio stations; board member of the Hollywood Ad Club and a member of the Los Angeles Ad Club, the Greater Los Angeles Press Club and the Jonathan Club.

## Win or lose

WHATEVER the outcome of the elections, tv will get the credit or the blame.

A Kennedy victory will be ascribed largely to his performance in the "Great Debates" in which he torpedoed the GOP arguments that he lacked maturity and experience before the eyes of some 70 million Americans.

A Nixon victory will be cited as proof that, despite his disadvantage in physical appearance and appeal to women voters, his sincerity and statesmanship broke through to convince a plurality of the voters.

Senator Kennedy had the most to gain in the tv confrontations. Political scientists would interpret a Kennedy victory as largely ascribable to a collossal tactical blunder by the Vice President in agreeing to the debates in the first instance. Mr. Nixon had the advantage of eight years in the nation's second highest office. Mr. Kennedy, in contrast, was virtually unknown internationally and not even a recognized party leader in the Senate.

Both Candidates Nixon and Kennedy, in statements written for the *Catholic Transcript* of Hartford and published last week, commended the major networks for donating their time for the debates. They agreed that this was a public service of the highest order and they attached great value to television exposure in political campaigning.

But, perhaps significantly, neither said he would want to engage in similar debates in future elections.

It had been the view of many, including ours, that the tremendous public acceptance of the tv debates this year would establish a precedent that would be followed in all future presidential elections.

We now recede from that view, irrespective of the outcome of this week's election. And for a very practical political reason. Why should an incumbent President, running for a second term and with the momentum of four years in the world's most important office, provide for his opponent exposure before the kind of audience only a President can command in a series of oratorical jousts in which he could not hope to gain?

## Boomerang

IT is the nature of negotiators to begin their bargaining by asking for more than they expect to get. But even with this tradition fixed firmly in mind, the proposals which the American Federation of Television & Radio Artists and the Screen Actors Guild submitted at the outset of their current contract discussions with the networks, agencies and producers are both unbelievable and frightening.

As reported in this journal a week ago, knowledgeable and gravely concerned advertisers estimate that the unions' proposals would boost the talent costs on their spot television campaigns by amounts ranging up to 1,400% or more. Network commercials and live or taped programs would command talent payments less extravagantly increased but still astronomically above the present level.

The consequences of such exhorbitance are easily but not pleasantly imagined. Many advertisers say flatly that a contract based on these terms would drive them out of spot—possibly from spot to network but in many cases from spot tv to other media altogether. The $650 million that advertisers are spending annually in spot indicates both their reliance on the medium and the medium's stake in these negotiations.

It is unthinkable that networks, agencies or producers will acquiesce in anything approaching demands like these. Actually union sources now say they have reduced their demands and claim that management, at the other extreme, made offers amounting to little more than SAG members already get and less than existing AFTRA contracts provide. The position of both sides has been unnecessarily clouded by their unwillingness to discuss it outside the bargaining room, making precise assessment impossible. But at last report the advertisers—who are following developments more closely than ever before, knowing the outcome may be vital not only in itself but in its bearing on upcoming negotiations with other unions—were still expressing grave concern and saying they were ready to take a strike if it came to that.

We hope it doesn't come to that, but if the unions push it that far their members might win more by losing. For to the extent that the unions are allowed to drive advertisers out of television they will reduce job opportunities for their members. We would hope, therefore, that the unions will realize that the welfare of their own people is at stake, too, and come back to reality before an impossible impasse is reached.

## Concerning Television magazine

SINCE the announcement last week of our acquisition of *Television* magazine we have received many communications from well-wishers, to whom we extend our appreciation.

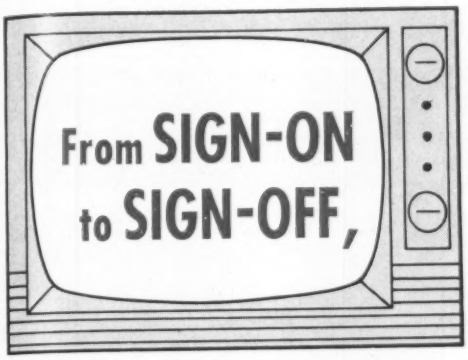
Now about our plans and aspirations. The first issue of *Television* to be published under our direction will be the January 1961 number. The present staff and management of *Television* will produce the December issue, now in work.

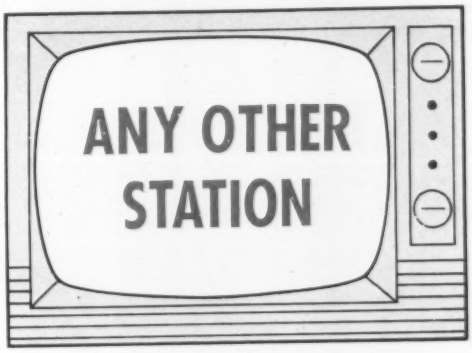
We feel that as a monthly, *Television* complements the weekly BROADCASTING. We intend to expand its editorial content and its staff, which will function entirely apart from BROADCASTING, except for policy direction. And we will maintain our practice of continued improvement of BROADCASTING, which is now in its 30th year. *Television* will continue to be headquartered in New York.

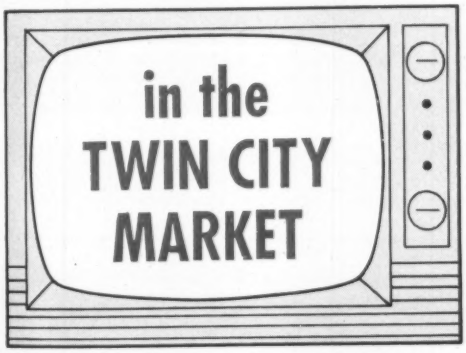
*Television* was founded by the late Frederick A. Kugel in 1944. We hope to achieve the level of editorial competence and acceptance that he envisioned for this publication.

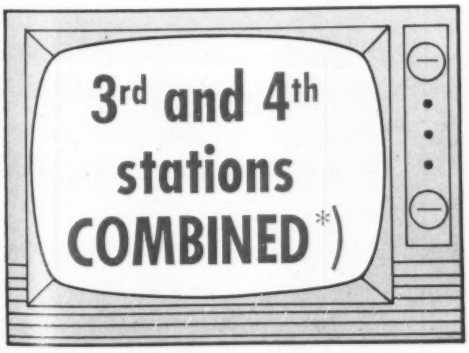
Drawn for BROADCASTING by Sid Hix

*"Let's switch to the state cheering section. They're doing one of their clever card stunts!"*







*NIELSEN REPORT, AUGUST 21, 1960